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MONTEREY

CALIFORNIA



GENERAL PLAN

FOR FUTURE DEVELOPMENT



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April 10, 1959

546 UNIVERSITY AVENUE
PALO ALTO, CALIFORNIA

Monterey City Council
 Monterey City Planning Commission
 City Hall
 Monterey, California

Gentlemen:

Pursuant to our contract with the State of California, we are pleased to submit the General Plan for the City of Monterey.

The present General Plan begins a new stage in the planning of Monterey, initiated just twenty years ago by the submittal of the Emerson Knight Master Plan. The new General Plan, in common with the Knight Plan, emphasizes the need for protection of Monterey's beautiful site, historical buildings, and public open spaces. In addition, the General Plan contains proposals for land development and thoroughfares designed to cope with the increasing pressures of population growth and tourist influx in Monterey.

The General Plan must now be adopted by the Planning Commission and City Council of Monterey. Community support is essential. The Planning Commission, having participated actively in the preparation of the General Plan, now has the special responsibility of insuring that the Plan will, in fact be carried out in the years to come. For this, will be needed a budget and staff adequate to carry out in detail the general policies and plans contained in the Plan. Examples of the new legislation and detailed plans needed are contained in the concluding section of this report.

We have had the assistance of many groups and individuals in Monterey in the preparation of the General Plan, and wish to thank all of them; in particular the Citizen's Advisory Committee, whose excellent report initiated the work on the Plan; and the two successive Directors of Planning, who participated under contract with the State of California. The assistance of the Planning Commission was outstanding.

Yours,

Sydney H. Williams,
 Director of Planning



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CITY OF MONTEREY

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Gordon Hall

CHARACTERISTICS OF MONTEREY TODAY

The Site. The Monterey planning area forms a gently curved, three-mile long arc, fronting on the Bay and backed by pine wooded hills. To the south, the planning area slopes up to a ridge which isolates the City from Del Monte Forest, Carmel and Carmel Valley. Between developed Monterey and the ridge there is a plateau, part of which offers an area for the City's future growth.

To the east, Monterey's urban development joins with Seaside's; to the north-west Monterey joins Pacific Grove. To the southwest, the sparsely settled Del Monte Forest separates Monterey from Carmel-by-the Sea.

Anyone driving into Monterey via Fremont Street is struck by the open, park-like character of the city. This feeling is due to the wooded hills above Monterey, the deep canyons penetrating close to the heart of the City, and the large open areas in mid-Monterey, such as the Del Monte Golf Course.

Residential. Monterey is predominantly a city of single-family detached houses - by a ratio of over three to one, according to the 1950 U. S. Census. At that time, the proportion of renter-occupied to owner-occupied dwelling units was about half and half, slightly higher than for the State as a whole.

Dwellings in Monterey are relatively old, by contrast with the State. Almost twice the proportion of the dwellings in Monterey had been built before 1930 as in the State as a whole.

About 7-1/2 percent of the dwellings in Monterey were classified as dilapidated in 1950, slightly less than the State average of 10 percent.

New dwelling units which have added about 30 percent to Monterey's housing supply since 1950 have just kept pace with the population growth. Single family dwellings have continued to predominate since 1950 but the ratio of single family to multi-family dwellings has declined, due to the construction of four hundred units of Navy housing in La Mesa Village. New single family houses are unusually expensive, compared to multi-family dwelling units. The large proportion of single family houses rented (almost 1:2) suggests that many families are renting single family houses to get the space and amenities which could be provided in high standard apartment houses.

Within the city, itself, as well as elsewhere on the Monterey Peninsula, are outstandingly attractive residential areas. They are the low-density areas in which the natural contours and native trees have been preserved. (In the hills behind Monterey, there is one recent subdivision in which extensive grading has scarred the hillside and destroyed the forest, but fortunately action now has been taken to prohibit future development of this type.)

There are also, however, residential sections in Monterey in which deteriorated development exists. These are close to the central business area, in New Monterey, and in Del Monte Grove. Where natural up-grading of development is not taking place, urban renewal offers a means for rehabilitation. In the areas east and west of the central business district, apartment houses can be expected to gradually replace single family residences.

Commercial. Monterey's central business area is enriched by many attractive features not found in other American cities. Among these are the groupings of historical buildings, the immediate access to Monterey Bay, and the gardens and wooded areas which still remain close to the heart of the business district. It is fortunate that many general commercial uses, such as automobile agencies and garages are concentrated east of the retail center, and are not all strung along access thoroughfares. New commercial development on Munras, Pacific, and Fremont Streets, is still relatively close to the old center. Still, problems do exist, particularly in traffic circulation and parking. Also the decline of lower Alvarado Street has had an adverse effect on the whole business district.

The most serious problem facing the business district, however, is lack of area for expansion in any direction. Large parcels suitable for new general merchandise outlets, such as department store, are not presently available in the central business district, or in its immediate vicinity. The bay front is blocked from the central business district east of Washington Street by the railroad and associated general commercial uses. Solution of the foregoing problems is essential if central Monterey is to continue to be the commercial core of the Monterey Peninsula area.

Compared with other California cities, relatively little ribbon commercial development exists in Monterey. Motels (which do not compete with shopping centers) dominate the frontage along Fremont Street between Seaside and the Monterey-Salinas highway. Due to rigid control of architectural design and signs, the motels along Munras Street are particularly attractive. New Monterey suffers from scattered commercial uses along Lighthouse Avenue, due to an antiquated zoning pattern. Fortunately, scattered commercial uses have not crept into existence along Hawthorn Street, despite the fact that the entire frontage along this street is commercial. Minor local shopping facilities exist in Oak Grove, Del Monte Grove, Oak Knoll, and in Monte Vista. A new small shopping center is located just west of New Monterey, on the Carmel-Pacific Grove Road. Restaurants and shops are beginning to appear along Cannery Row.

Industrial. Development in Monterey related to fisheries resulted in the establishment of the packing plants in Cannery Row. Except for a few scattered heavy commercial and industrial uses along Del Monte Avenue, and oil storage facilities near Laguna Grande, very few other industries existed until recently. Monterey has, in fact, about a third as much land in industry as an average American city of similar size.

Recently, however, a high standard research plant has been located in a new tract adjacent to the Monterey airport, perhaps heralding a new type of industrial development for Monterey's future. In recent years, many of the canneries became inoperative in Cannery Row. Machinery was removed and cannery buildings have been used as warehouses. New retail stores and restaurants have moved into Cannery Row. It appears unlikely that the Row will ever see all of the buildings reconverted to cannery operation. Thus, Cannery Row is clearly in transition from an intensive and specialized industrial land use to a mixture of other land uses. Cannery Row will no longer be Monterey's major industrial center.

Public Facilities in Monterey include parks, schools, playgrounds, the Civic Center, the airport, and public utilities, such as water supply and sewer systems.

Although substantial amounts of park land in Monterey are in public ownership, the parklike character of the City is due as much to private undeveloped lands and institutions such as Del Monte golf course, and the Navy Postgraduate School as it is to public parks. All parts of Monterey are not equally well served by park facilities, and some park areas, such as Monterey County Memorial Park are still inadequately developed. Monterey lacks both a civic auditorium and a public swimming pool. Two miles of beaches east of central Monterey are almost inaccessible.

Monterey's civic center is well located in relation to the center of the city, well landscaped, and contains interesting historic buildings. Traffic circulation and parking problems are apparent. It is unfortunate that the new civic center addition is cut off from the main site by a congested street.

Monterey's airport is unusually well located. It is topographically separated from incompatible land uses, and very convenient to the center of the city. It has a new attractive terminal building. Approaches to the main runway do not pass over developed residential areas.

Traffic. Population growth in the entire Monterey Peninsula as well as an increase in the number of visitors to the area have created traffic problems on many Monterey city streets. The City will soon be bisected by a freeway which will serve vehicles moving between the northeast and southwest, but will provide almost no relief for traffic through or around central Monterey. The pattern of streets in central Monterey was developed to serve traffic moving to and from the harbor, but it is

a confusing and frustrating pattern to motorists today. Among the most serious problems are the blocking of traffic from Del Monte Avenue and Fremont Avenue at the central business area. Lack of convenient access to adequate off-street parking areas makes efficient development of the central business district difficult. Heavy traffic on inadequate streets also has a disturbing effect on the principal groupings of historical buildings in Monterey.

Traffic circulation within the entire hilly residential section south of the Presidio and north of Munras Avenue is extremely poor, due to the fact that no rational pattern of collector streets exists in that area. Streets and roads running through canyons, such as Aguajito Road, and the Salinas Highway are presently undeveloped along the rights-of-way and are highly scenic in their natural state.

The Waterfront. Monterey's waterfront development does not, unfortunately, exploit the advantages of a magnificent natural setting. Except for the short stretch between the commercial pier and the western boundary of the Presidio, it can not easily be seen from main roads or the central area of the City.

To the west, Cannery Row occupies a rocky shoreline similar to that opened to public access in Pacific Grove. To the east, heavy commercial uses, the railroad, a sewage treatment plant, oil storage tanks, and a poorly laid out residential subdivision block the beach from convenient access for two miles. What development there is has been over-concentrated between Wharf No. 1 and Wharf No. 2, creating traffic and parking problems in that area. Establishment of a proposed yacht harbor between Wharves No. 1 and No. 2 will bring even more traffic.

In Monterey Bay, lack of convenient berthing facilities for the fishing fleet, and lack of protection in the harbor from heavy seas create problems in the Bay as serious as those on the shore.

The People of Monterey

Although Monterey was the stage for much early California history, it was, all during the 19th century, a very small community. Between 1860 and 1900 population increased only from 1,653 to 1,748, and real growth only began following agricultural development and exploitation of timber and minerals in the adjacent lands, reactivation of the Presidio, establishment of the canneries and discovery of the Peninsula as a resort area. Between 1900 and 1910, Monterey almost tripled in population. It doubled between 1910 and 1930, and increased about 50 percent between 1950 and the present. By 1956, the population was nearly 22,000, approximately one-third of the Peninsula's total of 70,000. In recent years, although the rate of growth in Monterey has been similar to that of the State as a whole, its portion of the county's population has declined, due to more rapid growth in other areas, such as Salinas.

Monterey had a relatively youthful population in 1950, with a median age of 29.6, below the medians for the neighboring communities of Pacific Grove and Carmel. The percentage of persons over 65 was surprisingly low for a resort community - 6.2, compared with 8.5 for the State, 12.2 for Santa Barbara, and 20.6 for Santa Cruz. Military personnel alone constitute almost 10 percent of the population in Monterey, a significant percentage by comparison to most cities, especially when the probable number of military personnel's dependents living in Monterey is also taken into account. The average size of households in Monterey is 3.04, similar to the State's, and significantly higher than communities such as Santa Barbara with 2.8, and Santa Cruz, with 2.5.

The median income of families and unrelated individuals in 1949 was \$2,971 compared with the State median of \$3,021. The median income of families only in Monterey was \$3,787, above the State median of \$3,585, but below the median for the San Francisco Bay Area of \$3,935.

The percentage of families and unrelated individuals with an income of \$10,000 per year and over was 1.7 in 1949, compared with about 3.5 for the San Francisco Bay Area.

The Economy of Monterey

Monterey is primarily a residential, resort, and military community. Manufacturing plays a relatively minor role. Much of the employment is in retail trade and services, serving local residents and tourists.

The 1954 Census of Business showed that receipts of retail establishments in Monterey averaged about 50 percent higher, on a per capita basis, than averages for the State or Bay Area. Monterey was higher by this comparison in all categories except general merchandise and furniture, furnishings and appliances. Receipts of restaurants and gasoline service stations were twice the State average. Automotive business was about two and one-half times the State per capita average. Receipts of Monterey's hotels and motels, accounted for a substantial per capita differential over average per capita receipts in the State. In July 1956, 80 percent of private employment in the Monterey labor market area was in distribution and service activities taken as a whole.

Outside of private trade and service industries, military installations are the largest single source of employment in the Monterey area, and have an importance similar to that of private manufacturing industry in other communities. Military establishments employ about 2,700 civilian workers in 1955. These establishments include Fort Ord, the Army Language School, the U. S. Naval Post Graduate School, and the U. S. Naval Air Facility. The Department of Defense spent almost \$89,000,000 in the Monterey area for payrolls and supplies and services in 1955.

Manufacturing industry provided only 1,300 jobs, or 7 percent of civilian employment in the area in 1955. In the State, manufacturing industry provided 22.5 percent of civilian employment; in Salinas, 13 percent.

Fishing and fish processing was Monterey's leading industry during most of the years of this century. In the peak season for the Monterey District, 1941-42, landings were 249,000 tons, which was 42.5 percent of the State catch. At this time Monterey's canneries employed about 2,500 persons during the processing season. The market value of fish products was close to eight million dollars. Eighteen canneries were in operation during World War II.

Disappearance of the sardines, attributed to a lowering of water surface temperatures, caused a reduction in the number of canneries from 18 to 5, and of employment to only about 1,100 persons at the peak of the season. Canneries have operated on squid, anchovies, and on sardines, shipped by truck from Southern California.

Developments in the 1957-58 season, including a rise in water temperatures and return of considerable numbers of baby sardines and anchovy indicate that sardine operations may again increase in the Monterey Bay Area. It is likely that cannery operations will support a smaller segment of the population than in the past. Canneries have never supported a year-around labor force. The seasonality of the work and reliance on largely unskilled labor, have tended toward a generally low level of annual income for the industrial labor force.

Monterey has had more people available for work than it had jobs. In 1950, 56 percent of the civilian residents of working age were in the labor force, and employment was 11 percent. Meanwhile, other types of manufacturing industry, such as Automotive Fiber's plant and the Firestone laboratory for design of guided missile systems have been moving into Monterey. Highly desirable industries such as these, combined with retail trade and services and with high employment in tourist-serving activities can continue to supply an appropriately diversified economic base to Monterey.

Monterey has a lower tax base than more industrialized cities. In 1955-56, Monterey had an assessed valuation per capita of approximately \$1,350, compared with the average for all California cities of about \$1,400. Santa Cruz had a per capita valuation of about \$1,450; Salinas, \$2,075. Notwithstanding the lower per capita base, the general property tax in Monterey had to contribute a high percentage of the City's revenues - 35.5 percent of the City's government receipts in 1955-56, compared with an average yield of 28 percent for all California Cities.

In summary, Monterey has the following economic objectives: protect present high residential property values; encourage growth of tourist trade and tourist-serving activities; provide for new, attractive industrial development; retain in Monterey centralized shopping and financial activities for the Monterey Peninsula.

Future Population in Monterey

Forecasts for Monterey's future population are based on estimates of what Monterey's share of California's future total population is apt to be.

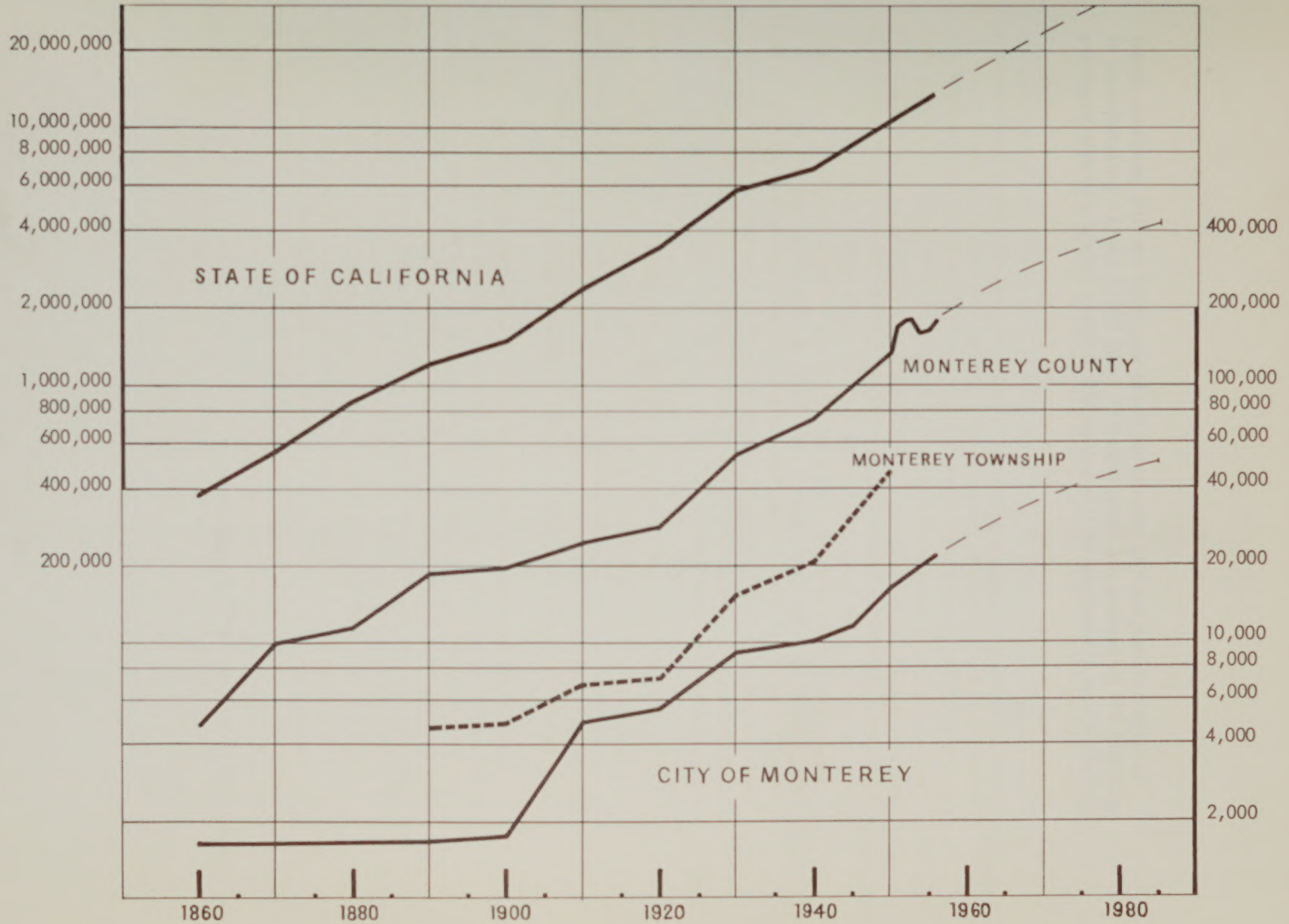
Projections by the State Department of Finance indicate a population in California of 33,500,000 in 1985, the time period of the General Plan for Monterey. This estimate assumes uninterrupted economic growth and development in the State and Nation. Ninety percent of California's population growth between 1950 and 1957 has been highly concentrated in a few large metropolitan areas. More recent growth is outside the central cities of the Los Angeles and San Francisco metropolitan areas. The job of housing the population and providing employment is being taken over by the outlying communities, which are becoming increasingly congested. New land for development is becoming scarce even thirty to fifty miles from the central cities. Thus, although the older metropolitan areas still exert a strong pull on new residents entering the State, the Monterey Bay region is in line to absorb much of the impact of the next major wave of in-migration, and to receive population moving from more congested places in the State.

A Monterey Bay region with a population of 600,000 residents is envisioned by 1985, divided between the South Santa Clara Valley, Northern San Benito County, and the urban portions of Santa Cruz and Monterey counties. Assuming that Monterey County received 1.25 percent of the net in-migration to California (less than it is receiving at present), the county will have a population exceeding 400,000 by 1985.

If county population reaches 400,000 by 1985, and the City of Monterey receives its present share of county population (12 percent), it will reach about 50,000 by 1985. (The Monterey peninsula will have a population on the order of 165,000). The City does not have a site permitting indefinite broad expansion. Therefore, estimates of "holding capacity" have been prepared for the City, assuming standards of residential density for Monterey, which in general, preserve the present character of the city. It is estimated that Monterey can accommodate in the order of 36,000 to 48,000 persons within the planning area depicted for the General Plan. It thus appears at present that the City of Monterey will have reached the limits of its residential population holding capacity by 1985, or the end of the time period assumed in the preparation of the General Plan.

For a population of 50,000, it may be estimated that about 20,000 residents will be in the labor force. It may also be assumed that Monterey, if present employment

POPULATION



trends continue, will not have over about ten percent of these persons employed in manufacturing - about 2,000 jobs. If similar ratios are assumed for the Monterey peninsula area as a whole, about 6,500 persons will be employed in manufacturing.

MONTEREY PENINSULA METROPOLITAN AREA

The future of the City of Monterey is intimately bound up with the future of the whole metropolitan peninsula planning area. Thus, a brief study of the Monterey Peninsula Metropolitan Area is necessary to understand the City of Monterey General Plan. The metropolitan area is considered to extend east as far as Corral de Tierra and Carmel Valley Village, north as far as the Main Garrison of Fort Ord, and south as far as Carmel Highlands. Since 1950, the population of this area has increased from 50,000 to an estimated 70,000. In 1985, the Monterey Peninsula is expected to have a population of approximately 165,000.

Lands available for future development are limited, and many undeveloped areas have natural beauty that would be destroyed by uncontrolled urbanization.

The Sketch Plan shows how organized areas of residential development may be interspersed with open, rural, or forested areas, and still accommodate the future population anticipated for the Monterey Peninsula as a whole.

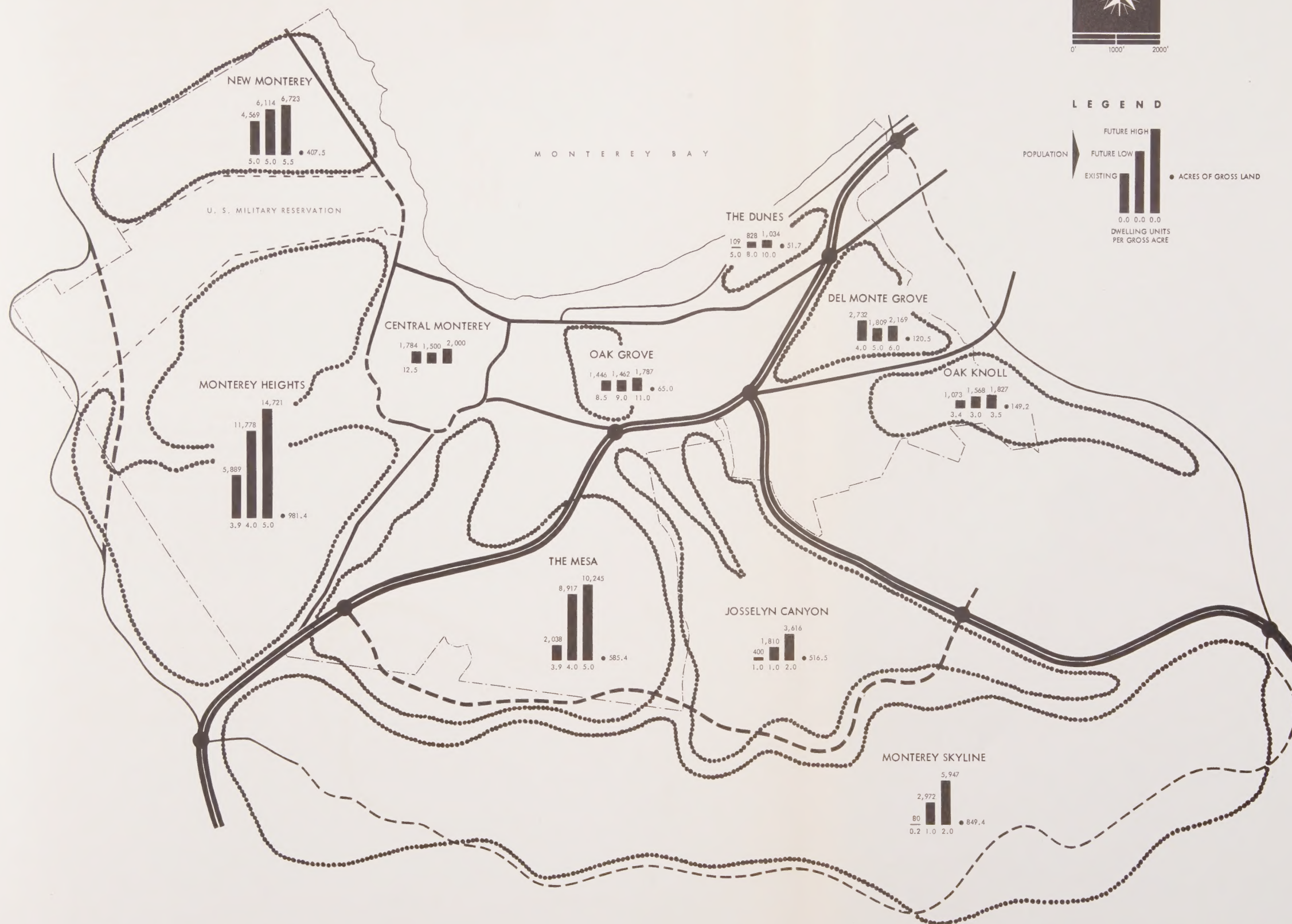
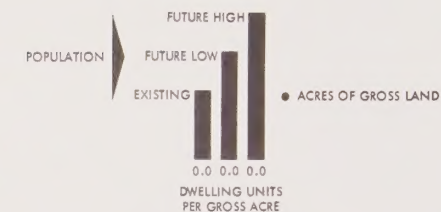
Other suggested features of the future development of the Peninsula area, include the network of projected freeways, parkways, and major thoroughfares; the principal shopping centers; the regional system of parks; and the relatively few areas available for designation for future industrial development.

As the principal city, and cultural and commercial heart of the metropolitan area, Monterey will need to give continuous and enthusiastic support to the metropolitan planning program for the Monterey Peninsula. The citizens of Monterey have a share in the future of the entire peninsula, and a successful plan for Monterey cannot be prepared outside of the metropolitan context.

population densities and holding capacities · 1985



LEGEND



THE MONTEREY GENERAL PLAN

The future physical development of Monterey is the subject of the General Plan. It has the purpose of establishing the basic, overall pattern for private land uses and public improvements. It is advisory and not mandatory; but its policies for future land use, population density, circulation, and public facilities will be put into effect by zoning and subdivision ordinances, capital improvement programs, and urban renewal. Thus, the General Plan enables the Planning Commission to begin a new stage of planning for Monterey.

Objectives of the Plan. City planning proceeds from general policy statements to precise plans and programs. To be useful, general objectives must not be platitudes, but must resolve conflicts inherent in alternative policies for future development. The following objectives, based on discussions with the Planning Commission and the recommendations of the Citizens' Advisory Committee, underlie the General Plan:

1. Protect and enhance the scenic, historical, and recreational resources of Monterey to serve both the increasing permanent population of the City and the rapidly increasing tourist trade.
2. Protect Monterey's three groups of historical buildings by diverting traffic around them and by site planning and landscaping.
3. Preserve hilly residential areas through stringent control of new residential development, and by protection of trees and scenic spots in all sections. Renew deteriorated residential areas - especially in New Monterey, downtown, and Del Monte Grove. Encourage new multi-family residence in central Monterey.
4. Provide for improvement and expansion of Monterey's central business district. Discourage premature decentralized shopping facilities elsewhere.
5. Promote tourism by encouraging resort facilities in scenic locations in Monterey.

6. Provide for new, high quality industrial development, adjacent to good transportation facilities.
7. To solve Monterey's most critical traffic problem, provide new routes to move vehicles around central Monterey.
8. Develop new parkways and preserve character of now scenic routes, such as the Salinas Highway.
9. Provide for maximum utilization of the entire waterfront, from Pacific Grove to Seaside, for recreation and associated uses.
10. Provide ample regional park facilities in areas yet to be developed, and adequate local parks in all sections of Monterey.

By itself, the General Plan will not accomplish the foregoing objectives. Continuous detailed planning, legislation, action programs, public support and public expenditures are also needed. However, the Plan serves as an overall guide to Monterey's future physical development.

Principal Proposals in the General Plan

The General Plan for a community is never entirely completed. Just as Monterey will continue to grow and change daily, so the elements of the Plan must be subjected to review, criticism, and change.

Nevertheless, a complete statement of future physical development must be prepared and adopted every few years.

Some of the proposals herein have been accepted as necessary in the community for many years, others will need to be tested by further study. Many proposals are urgent, and will be neglected at the peril of the city, others need not be executed for many years to come. Wisely used, the Monterey General Plan has the power to affect the very fabric of the City.

Residential Development. For planning purposes, Monterey is divided into ten residential sections. Holding capacity estimates are based on a study of these sections of the planning area, as the holding capacity map shows. Military personnel living within the Presidio and the Navy Postgraduate School are not included in the holding capacity estimates. Areas shown as residential within the Presidio are taken from the long range plan prepared by the Presidio, but are not included in holding capacity estimates. The ten residential sections of Monterey are identified on the General Plan as:

1. New Monterey
2. Monterey Heights (includes Monte Vista and Monte Regio)
3. The Mesa (includes La Mesa, and La Mesa Village)
4. Oak Grove
5. The Dunes
6. Del Monte Grove
7. Oak Knoll (includes undeveloped lands out Canyon Del Rey)
8. Josselyn Canyon (includes lands out the Monterey-Salinas Highway)
9. Monterey Skyline (includes lands to be served by proposed Parkway)
10. Central Monterey

Boundaries between the above planning areas are not all clearly defined, but each has an identifiable personality and differing prospects for future development. Zoning and subdivision control together with urban renewal can ensure that each area, whatever the density appropriate for the future, will develop as an attractive part of future Monterey.

Following is an analysis of each planning area:

New Monterey owes its present character to the uncompromising gridiron street pattern rising up the steep slope to the crest of the hill, and to the native pine trees in Tortilla Flat. Cannery Row lies below the residential sections. At present, gross residential densities range from 4.9 to 5.4 dwellings per gross acre 1). In the future, it is anticipated that multi-family dwellings will be appropriate near Cannery Row to replace deteriorated dwelling units there, and near the Lighthouse Avenue shopping area. The average density proposed for New Monterey is from 5.0 to 5.5 dwellings per gross acre. Needed improvements for New Monterey include replanning of the shopping area, expansion of the Bayview School site, improvement of Scholze Park and playground, and a new school and park to serve the upper section of the area. A comprehensive neighborhood plan should be prepared for New Monterey. Suggested changes in Cannery Row and major thoroughfare proposals are discussed elsewhere in the sections of this report devoted to these subjects.

Monterey Heights is the largest developed residential area of the City. The older section, close to the Presidio, is developed with a gridiron street pattern, but winding streets characterize other areas of Monterey Heights. A substantial area, towards the Presidio and the present Carmel-Pacific Grove Road is still relatively undeveloped. Unfortunately, the subdivision of the developed area did not make provision for collector streets to serve the winding minor residential streets. Native trees and wooded canyons add charm to the entire area. Even though a large park and numerous school sites exist in Monterey Heights, development of even the small wooded canyons would have a destructive effect. As the upper part of this area is developed, subdivisions requiring extensive grading and destruction of native trees should not be permitted. At present, gross residential densities in the area range from 2.8 dwellings per gross acre to 5.8 dwellings per gross acre. Future densities recommended would be an overall average of 4.0 to 5.0 dwellings per gross acre.

1) A "gross acre" includes streets and local facilities such as schools and minor shopping centers.

Multi-family dwellings will be appropriate near central Monterey, as indicated. An important proposal in the General Plan is the extension of Memorial Park down the canyon to a connection with the High School site, providing for a pedestrian route to the park. The local shopping center near Soledad and Munras Avenue is appropriate. Additional planned shopping facilities might be located, where indicated, to serve residents. Eventual improvement of collector streets to serve this entire area is indicated in the General Plan. Thoroughfares and collector streets should be designated in advance of future subdivision development in the vacant sections. Lots should "back up" on thoroughfares, or frontage roads should be provided to serve residential lots.

The Mesa Area, like Monterey Heights, is outstanding in natural attractiveness. It includes two developed sections, La Mesa, and La Mesa Village, the first, a low density single family subdivision between Don Davee Park, and Iris Canyon Park, with an average gross density of 0.5, and the second a Navy rental housing project with an average gross density of 4.1, situated on a plateau southeast of the Monterey Peninsula College.

The Mesa Area will be bisected by the projected freeway, which will pass between La Mesa Village and the college site. A new elementary school is located south of La Mesa Village, above Aguajito Road.

Much of the Mesa Area is presently undeveloped. The future residential density proposed, is an overall average of 4.0 to 5.0 dwellings per gross acre. Future development, whether single family or multi-family, must be controlled to protect the natural characteristics of this section of Monterey. The policy of preservation of natural ravines established in Don Davee Park and Iris Canyon Park should be continued throughout the area. Provision must be made for an extension of Iris Canyon Road through the freeway and for a foothill boulevard to avoid the circulation problems which exist in the Monterey Heights area. A local shopping center should be provided near the intersection of Aguajito Road and the proposed Foothill Boulevard. Additional schools will also be needed as projected in the General Plan. Based on the General Plan, a more detailed development plan should be prepared for the Mesa Area, including more precise locations for the Foothill Boulevard, for College site expansion, and for schools and parks.

Oak Grove is an older section of Monterey, laid out with a gridiron street pattern between El Estero Park and the Navy Postgraduate School. Multi-family residences are scattered within the area, giving an average gross density at present of about 8.5 dwellings per acre. Replacement of single family dwellings by apartment houses can be expected to continue. Site planning and architectural control must be strengthened to avoid over crowding of the land. A single site should be selected for local shopping facilities, as indicated in the General Plan. Locations near Del Monte Avenue and Fremont Avenue (the Freeway) will be appropriate for transient residential facilities such as motor hotel and apartment hotels. The school site is extremely small by contemporary standards even for a small enrollment, and should be enlarged. Average overall future gross density would be 9.0 to 11.0 dwellings per acre.

The Dunes is a small, poorly subdivided section of Monterey, located on a bluff sloping down to the Ocean, between the Monterey sewage treatment plant and a group of oil storage tanks. Heavy commercial uses flank the entrance to The Dunes from Del Monte Avenue. Lack of utilities or paved streets, and poor access have held up the development of The Dunes for many years, (except for about twenty-five modest houses) but the beachfront of The Dunes is both attractive and unique in Monterey. The Monterey Bay Parkway proposed in the General Plan will tie The Dunes area into the Monterey waterfront, but The Dunes will continue to be isolated from other residential sections of Monterey, and is too small to be provided with a school or shopping facilities. The blocks close to the waterline should be acquired soon for public beach and the Parkway. In view of the lack of local residential facilities, most of The Dunes would be suitable for transient residence and resort apartments. The present cluster of single family houses could remain for many years, but urban renewal may be necessary to overcome the problems caused by the unsatisfactory platting of this area. The need for immediate action is apparent.

Del Monte Grove, contained between Del Monte Avenue, Laguna Grande, Fremont Street, and the Navy Postgraduate School, has problems resulting from premature subdivision and arrested development. Present gross densities average 4.0 dwellings per acre. It suffers from ribbon commercial development on both bounding thoroughfares. The Del Monte elementary school serving the area is almost surrounded by heavy commercial uses. The projected freeway will split the school from a major portion of its attendance area. In most parts of Del Monte Grove, good and poor houses are mixed, and many parcels are vacant. It is proposed that urban renewal be used to solve the problems of this area. It is also proposed that all of Del Monte Grove between the projected freeway and Del Monte Avenue be devoted to light industrial and heavy commercial use. A new elementary school is proposed between the freeway and the motel strip on Fremont Street. Clearance and rehabilitation of deteriorated dwellings, and improvement of the street pattern, are essential. Park development of the shores of Laguna Grande will further improve Del Monte Grove. A neighborhood shopping center site suggested in the plan includes a cluster of existing stores. Future average residential density would be 5.0 to 6.0 dwellings per gross acre.

Oak Knoll consists of several hundred single family houses located between Fremont Street and the airport, with an average gross residential density of 3.4. Oak Knoll is not at present large enough to support school or other local facilities. Future development may extend out Canyon Del Rey northeast of the Airport giving the whole area an anticipated future population of up to about 1,800. Keeping the present park-like character of Canyon Del Rey is important to the Oak Knoll section.

population densities and holding capacities • 1985



LEGEND



Josselyn Canyon is now outside the city limits of Monterey, and contains single family residences on large parcels near the Del Monte Golf Course, and above the Monterey-Salinas Highway. Present gross residential densities average about 1.0 family per acre. Future residential development should be similar to that which is existing. The parkway character of the Monterey-Salinas highway should be protected, and alternative means of access developed so that the projected freeway does not infringe on the residential seclusion of Josselyn Canyon. Much of the character of this area is due to the existence of the golf course, which should be permanently retained as open space. The entire area is a natural part of Monterey and should be annexed to the city.

Monterey Skyline includes the present residential development on outer Aguajito Road, Viejo Road, Valenzuela Road, and the entire section to be served by the proposed Skyline Parkway. It is separated topographically from the plateau to be served by the proposed Foothill Boulevard. Present gross residential densities are about five acres per family. Even though the market for development of this type may be limited in Monterey, and may proceed very slowly, it is recommended that the area be reserved for such development at the present time. Local facilities to serve the skyline area are suggested closer to central Monterey. In addition to the proposed regional park, other smaller areas should be recommended for park and picnic sites adjacent to the proposed Parkway. The entire area should be annexed to the City of Monterey.

Central Monterey includes the central business district, is bounded by the proposed thoroughfare loop shown on the General Plan, and extends east as far as El Estero Park. At present, the amount of land in single family residences exceeds the combined amounts of land in multi-family and transient residential uses in Central Monterey. Apartment houses will be appropriate replacements for single family dwellings in the outer sections of the district surrounding a central core of commercial uses. The future residential population (exclusive of hotel and motel residents) is expected to remain about the same as the present population of about 1,800 persons. Hotels and motor hotel locations are discussed in the next section of this report.

Commercial Development

Four categories of commercial development are vital to Monterey:

1. The central business district.
2. Tourist-serving hotels and restaurants.
3. Service and general commercial development.
4. Shopping centers.

Each of the foregoing types of development plays its part in the life and the economy of the city.

The Central Business District fills many cultural and commercial functions in Monterey: It is the metropolitan center for the Monterey Peninsula shopping and finance; it contains the principal historical buildings still remaining in Monterey; it provides hotels and restaurants for tourists; it contains the most active section of the waterfront, fishing activities and boat anchorages. It includes service, general and wholesale commercial uses; it contains the civic center for Monterey.

Unfortunately, however, the functions of the central business district are impeded by many problems: poor traffic circulation, lack of adequate parking, deteriorated development, and deficiencies in general merchandise sales. Proposals in the General Plan are directed towards solution of the foregoing problems.

The Monterey central business district is strictly contained by the Bay, El Estero Park, and the slopes to the west and south. It is fortunate that commercial development is concentrated and that the sprawling ribbons of marginal commercial development leading downtown, common to many communities, hardly exist. Concentration does, however, require that the many uses within the business area must be carefully planned to fit together and make the most use of the limited area available.

The land use survey for Monterey shows about twenty acres for retail sales, services, and offices in the central business district. This is almost half the land in these categories in Monterey. Expansion of these functions in the central business district, to accommodate its share of the increasing market in the Monterey Peninsula area should be anticipated. More important is the provision, in the central business area for department store-type general merchandise sales now lacking. It is anticipated that sites large enough for uses of this type will be provided as part of the urban renewal program. Studies show that department store type sales at present could support approximately 125,000 square feet of store space in the central business district, if a site for such a department store were made available, and if the store were to capture in excess of 50 percent of the purchases for the Monterey trade area, which includes both Monterey and Pacific Grove townships.

It is anticipated in the General Plan that expansion of retail uses will take place primarily to the west and south. Expansion to the east would be unlikely, and probably undesirable, since it would displace an active general commercial area.

Much of the attractiveness of the Monterey central business area is due to the groups of historic buildings. They are found in three principal areas: 1) The Custom House group; 2) the Civic Center group; and 3) the scattered group near Pearl and Webster Streets. The projected thoroughfare improvements will allow the Custom House group and Civic Center group to be relieved from through-traffic, so they can focus on pedestrian plazas. Urban Renewal will allow compatible development to surround the Custom House group.

Adequate parking must be provided in the central business district. According to the land use survey, less than fifteen acres were developed for off-street parking in the entire central business area. Ultimately, not less than two acres of off-street parking space should be available to serve conveniently each acre of retail business space. Parking structures will need to be given serious consideration in any long-range program. The parking ratio specified above would be in addition to parking for strictly public uses, or uses such as the projected yacht harbor.

Proposed traffic circulation is based on a system of loop streets to carry traffic around the central business area and serve off-street parking facilities. Two units of major importance in this system are an inner loop and an outer loop. The traffic volume map shows the enormous amounts of traffic that will be carried on the outer loop by the projected connection of Fremont Street to Eldorado Avenue and Van Buren Street. This outer loop will not only enable traffic destined beyond the district to bypass the area, but will also serve traffic destined for the western section of the business area, and the waterfront. The connection of Del Monte Avenue through to Van Buren Street will perform a similar function for the northern part of the district. It will, moreover, free the Custom House and Pacific House from heavy traffic which is forced between these two buildings at present and enable a pedestrian plaza to be created at the entrance to the old wharf. Other important extensions suggested are the connection of Jefferson Street to Pearl Street, and the possible bypass of Calle Principal and Madison Street to free the historical group of buildings at this intersection from traffic. Since the principal shopping street should not be used to carry heavy traffic, the lower part of Alvarado Street is proposed to be closed to form a pedestrian place, and discourage traffic on upper Alvarado Street.

In summary, the outer central business district loop consisting of El Dorado Street, Van Buren Street, Del Monte Street, and Camino El Estero, will be supplemented by an inner loop consisting primarily of Jefferson-Pearl Streets, Pacific Street, Del Monte Avenue, and Tyler Street. Pacific Street and Calle Principal, and Tyler Street and Washington Streets are suggested as pairs of one-way streets serving business property and off-street parking areas.

Service and general commercial uses are principally located east of Tyler Street, with a concentration of such uses along Del Monte Avenue east to the Navy Post-graduate School. Eventually, as proposed in the General Plan, the railroad should be discontinued beyond the Navy School, and the area between Del Monte Avenue and the Bay used for recreation, parking, and other more appropriate uses, such as motor hotels and restaurants. South of Franklin Street, and east of Figueora Street, the area on both sides of Del Monte Avenue will more appropriately be occupied by transient and permanent multi-family dwellings, than by continued expansion of general commercial activities.

The two existing commercial wharves are an intrinsic part of the central business district of Monterey, and their continued use is recommended. Eventually, when the new breakwaters are built, docking facilities should be dispersed within the harbor area, as the Plan suggests. Substantial additional commercial uses on either wharf should not be permitted, as this would attract traffic which would exceed the capacity of the streets or parking facilities in this vicinity.

Hotels, Motor Hotels, and Restaurants are important to the city, since they both serve tourists passing through the area and attract tourists to stay in Monterey. Tourism is an increasingly significant element of Monterey's economy. At present, hotels and motor hotels are found in four principal locations: 1) Heavily concentrated along Fremont Street between Seaside and Sloat Avenue, 2) scattered among thoroughfare commercial uses on the south side of Del Monte Avenue, between Seaside and El Estero Park; 3) within central Monterey; 4) along the West side of Munras Avenue. As yet, none are located along Monterey Bay to take advantage of the waterfront. It is not believed that hotels and motor hotels should be restricted to any single section of Monterey, provided that certain criteria are met in design and location. These criteria are:

- . Good thoroughfare access.
- . Location in groups and not strung along thoroughfares.
- . Not usurping land from other necessary development.
- . High standards of site, landscaping, and architectural design.

Four appropriate locations, not now developed would include: 1) In the vicinity of the airport; 2) in the vicinity of Cannery Row; 3) selected locations along the projected Monterey Bay Parkway; 4) Waterfront locations within the central business area. Future study should be given to the possibility of establishing a concentration of facilities for conventions in Monterey. Since most conventions are in April, May, and October, they would help fill tourist accommodations during the off-season.

Small conventions, with attendance of up to five hundred persons is probably the appropriate target for such facilities. The location of such a convention center should be convenient to the central business district, which offers additional restaurants and shopping facilities. The location should also be desirably close to a civic auditorium, a facility needed in Monterey. A satisfactory location would be in the eastern section of the central business area, provided that the civic auditorium is also located in this area, as suggested in the Plan.

Service and General Commercial should be expected to remain east of the central business district's retail shopping area, but may be displaced by other uses between Del Monte Avenue and the Bay. Renewal of the Del Monte Grove area north of the projected freeway will allow land for new general commercial as well as light industrial uses. A commercial area limited to serve New Monterey can be expected to continue in the vicinity of Cannery Row and the New Monterey Shopping Center. There are few other locations suitable for general commercial uses in Monterey. Therefore, it is suggested that they be relocated outside the City.

Shopping Centers of four to six acres are appropriate to serve outer residential areas containing fifteen hundred to two thousand families. Such centers should be:

- . Convenient to a major thoroughfare, to avoid heavy traffic through a residential area.
- . Designed so as not to have an adverse effect on surrounding residences.
- . Provided with adequate off-street parking.
- . Started within one year of official approval.

Eight locations are shown on the General Plan for local shopping centers. The largest center would be located in New Monterey. It is suggested that the present ribbon commercial area in New Monterey be redesigned in accord with contemporary principles of shopping center design, to include pedestrian walkways and off-street parking. Other suggested locations are in Monterey Heights, near the Presidio; the present small center near Soledad Drive in Monte Vista; Oak Grove; Del Monte Grove; Oak Knoll; and two new locations near the proposed Foothill Boulevard.

A regional shopping center location of 30 acres is shown on the General Plan between Munras and the proposed Fort Ord-Carmel Freeway, approximately one mile south of the central business district.

This site is not ideally located, compared to larger and already established regional centers as Hillsdale's in San Mateo or Valley Fair's in San Jose, but it would be difficult to find a more economically justified location within the City of Monterey's topographically unique planning area. If the City is to have a major shopping facility outside the central business district at all, the location already shown on the General Plan and presently zoned for such use is, therefore, a reasonable site.

Moreover, it is significant that no other alternative sites for regional centers in metropolitan Monterey are presently being formally or officially proposed or promoted.

The key tenant around which the regional shopping center must develop will have to be a department store of at least 125,000 square feet, one which offers a range of goods and merchandising "mix" which can now be found only by shopping outside Monterey's city limits. Such a store, for example, would require the purchases of about \$7,500,000 as its share derived from a total population of approximately 75,000 people, which is forecast to be in the City of Monterey's trade area within the next three to five years.

At present, there is sufficient purchasing power within the Monterey trade area for department store goods to support such a store as the nucleus of a center if the store were to attract in excess of 50 percent of the potential sales from the trade area. There is not now, however, purchasing power to support a department store in both the central business district and the shopping center location, unless the two stores together were to capture all of the purchases for department store goods within their trade area. As a practical matter, this is not apt to happen.

Holman's in Pacific Grove and the volume of trade which goes to Salinas, as well as to the regional shopping centers on the San Francisco Peninsula between downtown San Francisco to San Jose would prevent any stores in Monterey from enjoying any degree of a monopoly.

In determining the shares of total department store purchases in any trade area which are applicable to existing stores and prospective department stores, it is impossible, of course, to be precisely accurate. Moreover, calculations of the share of total department store sales that go outside the trade area, which must always be taken into account, is subject to a wider latitude of estimate and judgment. This "slip-page" factor in metropolitan Monterey presents a more serious problem because of the historic buying habits of many Monterey residents, than in conventional metropolitan areas and the physical factors of terrain and road system. Furthermore, the tapping off of purchasing power into the Federal government PX's, and the special choice of goods offered in downtown Carmel reduce the amount of department store sales which can prudently be counted on for the City of Monterey.

The following table shows the purchasing power which is estimated to be available to support a new department store, or stores, at either the central business district or the site off Munras, assuming in excess of half the available department store sales from the trade area would be captured by such a store or stores.

<u>1962-65</u>	<u>1975</u>	<u>1985</u>
\$7,500,000	\$12,000,000	\$17,300,000

What, then, are the possibilities for development and/or redevelopment of commercial land in Monterey to provide both shopping center and revitalized central business district?

1. Eventually, two major department stores, one in the central business district, the other as the nucleus for an integrated center.
2. One department store as the heart of a center, and a renewal of the central business district with fine restaurants, offices, specialty stores together with a junior department store, many of which would cater partially to tourists.
3. A department store in the central business district and no other major shopping facility.
4. No department store in either a shopping center or downtown, and continued loss of this trade outside the city proper.

What choices does the City have in determining which of these alternates will take place? To some extent, none. For the ultimate development will be by private investors and will depend upon the initiative and imagination of landlords and the decisions of store owners, particularly in the all important phase of selection of sites for their new stores.

The City can, however, do the following:

1. Continue the present zoning for a shopping center between Munras and the proposed Freeway. By the time a center at this location is completed, it is estimated that there will be sufficient purchasing power to support a department store at the center.
2. Encourage rehabilitation of the central business district through urban renewal. If a department store is deemed necessary for the vitality of the central business district, preserve a location until purchasing power is adequate to support this store as well as the one at the center. If no department store is located in the central business district, the area may specialize in the kinds of shops which can take advantage of their special historic waterfront location and other appropriate uses such as motor hotels and apartment houses.

The above-mentioned two steps will create an atmosphere in which two important locations for commercial development will be stimulated by competition in their efforts to serve both the needs of local residents for ordinary retail purchases, and the tourists who want special goods and services.

Tourism

Although not an industry which requires a special district, tourism is one of the most important elements in the economy of Monterey. Development of tourism in Monterey requires attention to many recommendations made in the General Plan. Designation of scenic areas for hotels, motor hotels, apartment hotels, resorts, and restaurants, as recommended in the commercial section of this report is important. Also important however, are the General Plan recommendations designed to make Monterey a more convenient and attractive community to visit. These recommendations include:

- . Thoroughfare proposals to improve circulation into and around the central business district.
- . Development of access to the shores of Monterey Bay, to allow fuller enjoyment of Monterey's beaches.
- . Enhancement of Monterey's historical areas through circulation improvement and site planning.
- . Provision of adequate off-street parking to serve the central business district, the historical areas, and the central waterfront.
- . Provision of a regional park system, and development of the proposed Skyline and Monterey Bay Parkways.
- . Assistance to Cannery Row area in its transition to higher value uses.
- . Protection of trees and views in all parts of Monterey.

Industrial Development

It is not contemplated that Monterey will ever become a major industrial center. Nevertheless, properly selected industrial development would be an economic asset to Monterey, and provision for industry totaling about 250 acres is made in the General Plan, not including Cannery Row.

A gradual change in Cannery Row is anticipated. Those canneries which can continue to operate should be permitted to do so. The temporary use of old cannery buildings for warehouses should be replaced by more active land uses, such as restaurants, art galleries, and craft studios suitable to this location in Monterey. Warehouses continue to bring heavy trucking into cannery row and through the central business area. They are a less valuable land use than the canneries replaced and provide relatively little employment.

The "Urban Renewal" process would make it possible to plan all lands between the freeway and Del Monte Avenue for light industrial and heavy commercial use. This area is about 100 acres gross. North of Del Monte Avenue, across from the section just mentioned should be made available for similar uses to the foot of the dunes area. The lands on the slope of the dunes, and lands sloping to Monterey Bay will be more appropriate for residential uses and recreation, served by the proposed Monterey Bay Parkway.

A new major industrial area tract for Monterey is proposed between the Monterey-Salinas highway and the Monterey airport, where a beginning has already been made with the development of the Firestone research facility. The high standards established for this plant must be continued, with regulations for parcel sizes, setbacks, landscaping, off-street parking, and architectural design. It is proposed that the Monterey-Salinas freeway be designed and located to provide a larger area for industrial development east of the entrance to the airport than the present highway allows. The gross area of the tracts proposed for industrial development in this section of Monterey is approximately 150 acres.

It is important to have the proposed freeway designed and landscaped to provide a good buffer between the proposed residential development areas to the south and the proposed industrial tract across the freeway.

Traffic Circulation Network

This section of the report is devoted to the outer elements of the thoroughfare network, and the analysis of projected traffic volumes throughout Monterey. The system of thoroughfares proposed to serve downtown Monterey is discussed in the section of this report on the central business district.

In the General Plan, routes are classified as Freeways, Major Thoroughfares, Secondary Thoroughfares, Collector Streets, and Parkways.

The Freeway network for Monterey consists of two major elements: 1) A diagonal connection of State Route 1 from Seaside to Carmel, across Monterey, and 2) the Monterey-Salinas freeway, following the approximate alignment of the present highway. Before construction of the freeways review of the following is suggested:

- . Design of the interchange with Del Monte Avenue.
- . Design of the interchange with the Monterey-Salinas freeway.
- . Design of the Aguajito interchange.
- . Crossing of the freeway by Iris Canyon Drive.
- . Interchange design at Manor Road and Munras Avenue.
- . For the Monterey-Salinas Freeway, the alternative alignment suggested on the Plan to allow a larger Industrial tract between the Freeway and the airport.

Major and Secondary Thoroughfares are primarily based on existing routes, with several exceptions, which include the improvements in the vicinity of central Monterey. The proposed Foothill Boulevard, partially based on Major (Sylvian) Drive, is extremely important to serve the developing residential areas on the plateau above Monterey. A new route is proposed from Central Monterey up Madison Street Canyon to a connection with Filmore Street in New Monterey. The contemplated improvement of the Carmel-Pacific Grove route across the Presidio is shown on the Plan. The Van Buren Street extension, across the Presidio, is connected to Hawthorne Street in New Monterey, in order to bypass the shopping area on Lighthouse Avenue in New Monterey. Since the necessary widening of Hawthorn Street may be years off, an interim solution may be the use of Hawthorn Street and Foam Street as one-way streets connecting with the Van Buren Street extension.

Collector Streets serve to gather traffic from developed areas and carry it to the nearest thoroughfare. Monterey Heights should have been developed with a thoroughfare forming a continuation of the Foothill Boulevard shown in the General Plan, to give Monterey a continuous circumferential route at about one-half to two miles from the heart of the city, but unfortunately provision was not made for such a thoroughfare as sections of this area were subdivided. The routes designated in the Plan are collector streets, none of which should be designed to accommodate rapid or heavy traffic. They should, however, be well paved and properly marked to guide users through this section of Monterey. The suggested connection of Soledad Drive across the canyon between Via Descanso and Via Ventura would only be acceptable in this area if it were an attractively designed bridge. A fill would be destructive of the natural beauty of this section of Monterey. Collector streets for other sections of Monterey are shown in the Plan.

Two Major Parkways are proposed for Monterey. They would give a continuous scenic route in Monterey and Pacific Grove, linked to the Seventeen Mile Drive in Del Monte Forest. One section of this route would consist of a new Skyline Parkway, to link with the Carmel-Pacific Grove road on the west and connected to Camino Del Rey east of the airport. Camino Del Rey should be extended along the shores of Laguna Grande to Monterey Bay.

The proposed Monterey Bay Parkway would be part of a continuous route to Ocean View Boulevard in Pacific Grove. The eastern section of this route would extend from El Estero to Laguna de Rey and would be comparable to East Cabrillo Boulevard in Santa Barbara, which is almost exactly the same length. It would open up over two miles of beaches as well as provide a marine view drive. The Skyline Parkway should be near a regional park, and have other small park and picnic areas along its route.

In addition to the primary parkway network proposed above, Monterey has many existing routes of outstanding scenic beauty which should be protected. These include:

- . The Monterey-Salinas Highway, destined to become a freeway.
- . Agujito Road.
- . Josselyn Canyon Drive.
- . Iris Canyon Drive.

Where land along these routes is in private ownership, public purchase of additional right-of-way as well as special zoning, may be required to protect their scenic beauty.

Protection of future routes of all types against adverse development is important. New thoroughfares and parkways, and widening and improvement of thoroughfares should be planned in advance and protected against encroachment by legislation designating "official plan lines." New development should not be allowed to front on important routes, but should back up or be served only by frontage roads.

Traffic Volume Projections, based on a recent origin-destination survey, were made to test the adequacy of the thoroughfare system proposed in the General Plan, and to give an indication of probable lane requirements. Projections were based on separate growth factors assumed for different sections of Monterey, and certain external areas. Assumed growth factors varied from about 1.2 to 10. On the average, it is assumed that traffic will increase about two and one-half times, which exceeds the anticipated growth in population for Monterey. Projections were made by the method of "successive approximations", utilizing the electronic brain "Univac" to solve the equations. The traffic volume map shows heavy volumes on Fremont Street and Van Buren Avenue crossing central Monterey. The volumes shown on other elements of the system verify the General Plan and amply justify the routes proposed. Volumes on the Skyline Parkway, and the Monterey Bay Parkway would be heavier on weekends and holidays than the weekday volumes shown on the map.

Rights-of-Way for streets and thoroughfares are based on lane requirements to handle anticipated volumes as projected in the traffic volume map, combined with other requirements, such as a center divider wide enough to handle left turns, on-street parking space, and pedestrian and planting space. Optimum rights-of-way should be secured for new thoroughfares traversing areas yet to be developed. Rights-of-way may need to be adjusted to meet special conditions in built-up areas.

As shown on the traffic volume map, no surface thoroughfare or parkway shown by the General Plan appears to require more than four lanes, with the exception of the section of Fremont Street and the Fremont Street extension from the freeway to Munras Avenue. A right-of-way of not less than 120 feet should be provided to allow eventual widening to six lanes in the design of this section. The following eventual lane requirements and rights-of-way should be provided for the principal routes shown in the General Plan:

	<u>Lanes</u>		<u>Right- of-Way</u>
. Del Monte connection to Van Buren	4	center strip	100 ft.
. Fremont connection to Van Buren	4-6	center strip	100-120 ft.
. Van Buren-Hawthorn route	4	center strip	100 ft.
. Madison Canyon-High-Fillmore route	4	center strip	100 ft.
. Foothill Boulevard	4	center strip	100 ft.
. Carmel-Pacific Grove route	4	center strip	100 ft.
. Skyline Parkway-Canyon del Rey	4	center strip	120 ft.
. Monterey Bay Parkway	4	center strip	120 ft.

Most of the above routes would be constructed initially with two lanes and might not require widening to four lanes for many years. However, rights-of-way allowing conversion to four lanes should be provided for. Suggested parkway widths would provide additional right-of-way for landscaping.

Schools. Existing schools and schools anticipated to be needed by 1985 are indicated on the General Plan. An enrollment factor of .6 students per family is assumed for elementary schools, of .2 per family for junior high schools and of .15 students per family for the high school. Enrollment would be approximately 600 in the elementary schools, approximately 1,000 in junior high schools, and approximately 2,500 in high school. On this basis, the Monterey planning area would require about fifteen elementary schools, three junior high schools, and one high school.

Two elementary schools would serve New Monterey, five elementary schools would serve Monterey Heights, three elementary schools would serve The Mesa and the western part of the Monterey Skyline, two schools would serve Dunecrest, Del Monte Grove, and Oak Knoll, and three schools would serve Josselyn Canyon and the eastern part of the Monterey Skyline. One school would serve Central Monterey and Oak Grove, assuming there would be small families living in apartments in those areas.

One junior high school, serving western Monterey would be at the present location in Monterey Heights, a new junior high school serving southern Monterey would be located near the intersection of Aguaquito Road and the Foothill Boulevard, and a third, possibly Del Monte Grove would serve eastern Monterey.

The high school would remain in its present location, but would have all of its enrollment from the Monterey planning area. A new high school is projected for Seaside, so that Seaside students would no longer attend the Monterey High School.

Colleges. Monterey has a number of institutions offering higher education. In addition to the Monterey Peninsula College, there are the Army Language school in the Presidio, the Navy Postgraduate School, and a Catholic Women's School. Expansion of the Junior College site is suggested in the General Plan. Furthermore, numerous sites for the new, major branch of the University of California have been proposed in the Monterey Peninsula planning area. The Monterey Peninsula area offers a highly attractive environment for a University. Of these, two would be within the Monterey planning area: 1) a location south of the Junior College, extending to the top of the ridge; and 2) a location southwest of the airport. The site opposite the airport would offer the largest site with suitable topography. If the Board of Regents selects any of the Monterey Peninsula sites, and either of the sites within the Monterey planning area in particular, the General Plan will need to be revised to take account of the major economic and physical impact which would be caused by the location of a major university in Monterey.

Public Facilities

If public facilities do not keep in step with the growth in resident population and tourist influx, the community becomes a poorer, rather than a better place as years go by. Continued development of recreation facilities is particularly important in a community such as Monterey, which derives a substantial part of its income from tourist trade. Public facilities projected in the General Plan include schools, parks and recreation, colleges, the civic center, historical centers, and public utilities.

Parks and Recreation. Monterey is rich in potential park area, due to the natural beauty of its site. The General Plan presents goals for future public open space, based on the policies of the Recreation Commission, and the recommendations of the Citizen's Advisory Committee. Many of the areas, such as the proposed park area adjacent to the proposed Skyline Parkway, suggested in the General Plan may not be developed or even acquired for many years. Other areas must be acquired, if not developed soon, if the property is not to be lost to other uses.

A study must be made of the precise alignment of the Skyline Parkway, and of the areas along it most suitable for recreational use. A major regional park is proposed in this location. Other major city-wide park facilities suggested in the General Plan include:

- . Extension of the County Memorial Park down to a connection with the High School and up to a connection with lands proposed for park development in the Presidio Master Plan. Including special development, such as a little theatre in the quarry area.
- . Extension of El Estero Park to Monterey Bay.
- . Park, and possibly small boat harbor development at Laguna Grande, conforming to the Seaside Plan for the eastern shore of the Laguna.
- . Park, parkway, and beach development along Monterey Bay from central Monterey to Seaside.
- . Shoreline improvement from central Monterey to Cannery Row, including several small shoreline improvements within Cannery Row, itself.

- . Extension of Iris Canyon Park south of the projected freeway.
- . Creation of a Josselyn Canyon Park similar to Iris Canyon Park.
- . Permanent retention of Del Monte Golf Course, as open space.
- . Extension of Don Davee Park down the canyon between Munras Avenue and the Mesa.
- . Swimming pool development, possibly in El Estero Park, or as part of beach development.

Opportunities for the preservation of wooded canyons throughout Monterey are numerous. In the detailed planning of each section of Monterey, such areas should be identified and a public acquisition program initiated.

Jacks-Thomas Park in central Monterey is presently developed as a ball park. In view of the anticipated future development of this part of Monterey, it may be more appropriate eventually to relocate the ball park elsewhere in the city, and turn this area into some other possible use, such as a civic auditorium.

School sites provide the primary active recreation facilities to serve specific sections of Monterey. Local park facilities, providing for quiet recreation and other facilities are desirable as well. Local park facilities suggested include:

- . Tortilla Flat Park.
- . Community center in the vicinity of Aguajito Road and the proposed Foothill Boulevard.
- . Park facilities in connection with the school proposed for Del Monte Grove.
- . Scholze Park Improvement.

At present, the City is proceeding on a program to develop a yacht harbor between Wharves Number 1 and Number 2 in downtown Monterey. It is recommended, as the plan shows, that eventual development of the yacht harbor will take advantage of the projected new breakwaters and be moved east, where adequate land is available for parking and other activities in connection with a yacht harbor. The present beach should be retained and an area of open water preserved in front of the Custom House.

Civic Center. Monterey has developed an outstanding civic center. It is attractively landscaped and includes buildings of genuine historical interest. Land for additional parking and for new Federal and County activities will undoubtedly be needed in future years, and expansion to fill the area shown on the plan is recommended. The circulation system proposed for central Monterey will allow the closing of Madison Street between the old center and the new section presently being developed.

Historical Centers. As previously mentioned in this report, central Monterey has three principal historical centers: the Custom House area; the group of buildings east of the Civic Center; and the more scattered group of buildings associated with the Stevenson House and the church. Many of the buildings are being restored by the State of California. An important State improvement will include the clearing of a block of dilapidated buildings near the waterfront.

The projected extension of Del Monte Avenue will allow a pedestrian plaza to join the Custom House, Pacific House, the First Theatre and the wharf.

The provision of a new street connection between Pacific Street and Munras Avenue will allow the Public Library, the Stokes house, and the historical buildings on Calle Principal to be joined in a pedestrian plaza, and relieved of the present intolerable vehicular traffic.

Study should be made of the possibility of developing a pedestrian route to link the buildings of the third group, which would include removal of the service station at the intersection of Munras Avenue and Pearl Street. The views of the Royal Presidio Church from Munras Avenue and Fremont Street should be protected.

Monterey Harbor. One of the most significant public improvement proposed for Monterey is the extension of the systems of breakwaters protecting Monterey harbor. In the General Plan, the eastern arm of the breakwater is shown extending to the Navy Postgraduate school property, both to allow the area to be included in the breakwater to be as large as possible, and with the thought that support by the U. S. Navy will be an important factor in securing Federal funds. A long range harbor plan should be prepared for Monterey, based on detailed study of requirements for all harbor facilities.

The following objectives apply to the preparation of a harbor and waterfront plan, and are suggested in the harbor improvements shown in the General Plan:

- . Plan the entire area enclosed by the proposed breakwater. Allow for step-by-step development.
- . Coordinate harbor development with onshore development.
- . Recognize the harbor as a major entrance to the city.
- . Give equal consideration to each type of craft and harbor use.
- . Provide for public access to the entire shoreline within the breakwater.
- . Avoid undue infringement on views and the open character of anchorage areas.
- . Preserve present character of Wharf Number 1.
- . Avoid over-concentration of uses in any one section of the waterfront.

The General Plan shows the new wharf facilities proposed for the fishing fleet west of Wharf Number 1. For long range development of the yacht harbor, yacht facilities between the wharves are kept away from the present beach. A floating pedestrian walk joins Wharf Number 1 with Wharf Number 2. Future yacht harbor development and the proposed launching ramp are suggested to be located east of Wharf Number 2. Ultimately, small boat facilities would be developed along the eastern arm of the breakwater.

Other Public Facilities. The General Plan, when adopted, should be referred to all public and private utility agencies for use in the development of long range utility plans based on the land use and circulation proposals in the General Plan.

Sewage treatment facilities in Monterey, located west of the Dunes Area, are understood to be adequate for a population approximately double the present population of the city. Thus, for the holding capacity of the city proposed in the General Plan, additional facilities would not be needed.

MONTEREY, CALIFORNIA · GENERAL PLAN · 1985



RESIDENTIAL:

1 TO 3	FAMILIES PER GROSS ACRE
4 TO 6	
8 TO 12	

COMMERCIAL:

RETAIL
SPECIAL (MOTOR HOTELS, RESTAURANTS)
GENERAL AND SERVICE
SHOPPING CENTERS

INDUSTRIAL:

LIGHT
SPECIAL (TRANSITION TO SPECIAL USE)

PUBLIC AND SEMI-PUBLIC:

GOVERNMENT
PARKS AND RECREATION

THOROUGHFARES:

FREEWAY
MAJOR THOROUGHFARE
PARKWAY
COLLECTOR STREET

SYMBOLS:

CIVIC CENTER
PUBLIC AND HISTORICAL BLDGS.
COMMUNITY CENTER
SEWER PLANT
HOSPITAL
PARKING

SCHOOLS:

EXISTING	PROPOSED
JUNIOR COLLEGE	
HIGH SCHOOL	
JUNIOR HIGH	
ELEMENTARY	

WOODED AREAS



The City is presently studying the possibility of public acquisition of the water system, presently operated by a private utility company.

As recommended by the Citizens' Advisory Committee, the City and utility companies should follow a policy of gradually requiring underground electric and telephone service facilities. Such a policy might be instituted first in the central business area, in connection with enhancement of historical areas.

The need for fire stations in cities under 50,000 is estimated by the National Bureau by a formula of 0.12 times the population in thousands, plus 0.85. Allowable travel distance varies from one-half mile to one and one-half miles, depending on the density and type of development. Monterey, on the basis of future population assumptions in the General Plan would need a total of five to seven fire stations.

CARRYING OUT THE GENERAL PLAN

Adoption of the Monterey General Plan will begin a new stage in planning for Monterey. A new zoning ordinance and subdivision ordinance, based on the plan will be essential in carrying out its major recommendations. Action programs and more detailed planning are needed in many parts of the city. Public support is essential. Unless the General Plan is supported, adopted, and carried out, the City of Monterey will lose many of its outstanding assets, and many present problems will become worse as the city grows.

A New Zoning Ordinance

The Monterey General Plan serves as a comprehensive, long range, general guide. By contrast, a zoning ordinance is specific, immediate, and limited primarily to control of private land development. Because it provides controls over land use, the heights and volumes of buildings, and open spaces around buildings, the zoning ordinance is the single most important tool to carry out the General Plan. It must ensure high standards of land development without unduly restricting private initiative or causing excessive development costs.

In recent years, the scope of zoning has been widened to include many phases of community development originally regarded as beyond the police power. The Courts have reasoned, for example, that the external design and appearance of buildings may be controlled by zoning ordinances. It is now recognized important that districts be zoned exclusively for specific types of uses. Industrial and major commercial uses are protected from encroachment by residences as firmly as residential uses are protected from industrial uses. As a result, zoning ordinances have become more complete and effective, and in many respects, such as in the procedures for guiding the design of integrated residential and commercial developments, more flexible.

The following are among the zoning districts that may be desirable in the Monterey Planning Area:

- . An agricultural district to protect existing agriculture and preserve in open use those lands suited to eventual development in other uses.
- . Four or more residential districts, providing for an increase in density from one family per net acre or less, to twenty families per net acre, or more. Special provisions would apply to transient residential facilities in multi-family residence districts.
- . Four or more commercial districts, ranging from local shopping and professional zones to general commercial zones.
- . An administrative and research district, and a general industrial district subjecting uses to "performance standard" control. Potential nuisances, such as smoke, odor, noise and vibration would be directly regulated and only industries meeting the standards would be permitted. Heavy industrial uses which could not possibly conform to the performance standards would be completely excluded from Monterey.
- . Highly inappropriate non-conforming uses - such as industrial or heavy commercial uses in residential zones or residential uses in industrial zones would be gradually eliminated through provisions permitting amortization of the investment in the properties.
- . Integrally planned residential, commercial, and industrial development projects, or projects combining such uses would be permitted subject to "site plan approval". Rigid adherence to otherwise applicable provisions such as height restrictions of the zoning ordinance would not be required for integrally planned development, but a limit of one year or less would be required for initiation of development.
- . A special waterfront district would be applicable to certain sections of the waterfront.
- . The appearance of Monterey would be protected by the zoning ordinance. Architectural approval of uses would be required and strict control of signs continued. Billboards would be excluded from Monterey.
- . Off-street parking requirements would be applicable to all new construction. Special provisions would apply to Central Monterey, where public off-street parking is to be provided.

New Subdivision Ordinance

A new Subdivision Ordinance, properly administered, will ensure that land development is well planned and coordinated with existing development. Important provisions in a new ordinance would include the following:

- . A mandatory conference between the Director of Planning, the City Engineer, and the Subdivider, prior to submission of a tentative map.
- . Every division of property would be defined as a "subdivision". A tentative map would be required, unless property were designated as a "minor subdivision" by the Director of Planning.
- . Complete subdivision design standards would include: Requirements for design adjacent to thoroughfares and in the vicinity of non-residential uses; requirements for steep hillside subdivision; requirements for street trees; requirements for reservation of neighborhood facilities, including local shopping; special provisions for industrial and commercial as well as residential subdivisions. Detailed engineering requirements would be included in separate "standard" specifications, to be prepared by the City Engineer.

Capital Improvement Program

The General Plan shows the major capital improvements of city-wide significance anticipated to be needed by 1985. The City of Monterey has prepared a five year Capital Budget, last revised in 1958. Adoption of the General Plan will require major revision of the next Capital Budget Program. Public facilities for which the City is responsible, such as thoroughfares, recreation, and sewers, will have to be coordinated with district and private utility functions. Major capital improvements, such as the connection of Fremont Street to Van Buren Street, or the harbor breakwater, will have to be considered in relation to innumerable local improvements, such as street repairs. The Planning Commission has the important responsibility of assisting in the preparation of the Capital Improvement Program, and reviewing every project for conformity with the General Plan.

Additional engineering and precise planning studies are necessary to establish the costs of the projects proposed in the General Plan. Federal loan assistance is available for the more detailed planning of certain municipal projects, such as a civic auditorium. The State is aiding in the creation of the yacht harbor, and in the restoration of historical buildings and their surroundings.

A preliminary analysis by the City of the major capital improvements suggested in the Plan will indicate those projects which will first need detailed planning and cost estimation.

The following projects are important recommendations for public action in the General Plan.

1. Detailed planning, official plan lines and/or land acquisition, and first stage improvement of the following thoroughfares:
 - . Fremont extension to Van Buren.
 - . Del Monte connection to Van Buren.
 - . Jefferson extension to Pearl.
 - . Carmel-Pacific Grove road realignment.
 - . Monterey Bay Parkway.
 - . Connection of Foam Street to Ocean View Drive in Pacific Grove.
 - . Extension of Van Buren Street to Hawthorn.

2. Planning, preliminary or detailed, and establishment of official plan lines for the following thoroughfares:
 - . Polk Street bypass from Pacific to Munras.
 - . Foothill Boulevard from Munras to airport.
 - . Soledad Street Bridge.
 - . Madison Canyon, High Street, Fillmore Street connection.
 - . Right-of-way protection, Aguajito, Josselyn, etc.
 - . Skyline Parkway.
 - . Camino Del Rey Extension to Monterey Bay.
 - . Hawthorn Street widening.
3. Planning and cost analysis for the following public works:
 - . Beach acquisition and waterfront improvement.
 - . Monterey Bay breakwater.
 - . Yacht harbor expansion and relocation.
 - . Laguna Grande development.
 - . Cannery Row waterfront improvements.
 - . Extension of El Estero Park across Del Monte Avenue.
 - . Iris Canyon and Don Davee park extension.
 - . Civic Auditorium.
 - . Public Swimming Pool
 - . Extensions and development of County Memorial Park.
 - . Improvement of Scholze Park.

- . Regional Skyline Park development.
- . Civic center expansion.
- . Downtown off-street parking.
- . Waterfront off-street parking.
- . Acquisition and improvement of local park and playground areas, based on yearly recreation land purchase and development program.

Mandatory Referral is the procedure by which the Planning Commission reviews public land purchases or development programs for conformity with the adopted General Plan, whether such actions have or have not previously been included in a Capital Improvement Program. This important procedure, provided for in the State Planning Act, enables public improvements to proceed in accordance with plan, and helps to eliminate conflicts between proposals by various city departments. It is extremely important that the Planning Commission be consulted early in all project planning, to make mandatory referral effective.

Urban Renewal

Compared with many cities, Monterey has a head start on Urban Renewal. The major, downtown urban renewal program has been approved by the Federal Government and the City has an Urban Renewal Director. This first program will allow redesign of a large part of downtown Monterey. Other deteriorated areas exist in the City which will be appropriate for future projects. The following order of attack is suggested:

1. Completion of the downtown urban renewal project as initially contemplated prior to curtailment of Federal funds.
2. Initiation of Del Monte Grove program, to include non-residential uses north of the Freeway, and rehabilitation and neighborhood improvements south of the Freeway.
3. Initiation of a New Monterey program, with primary attention to the area between Cannery Row and the New Monterey shopping center.

Annexation Program

Monterey should annex lands within its natural planning area, as defined in the General Plan. Annexation will allow the City to control development within its immediate environment. Important areas to be annexed are described below. They can be recognized on the General Plan.

- . Lands to the southwest of Camino Del Rey, at least as far as the intersection with the Salinas Highway.
- . Josselyn Canyon area not now within the city limits.
- . Lands, up to and across the ridge, behind Monterey, from Pacific Grove to the Salinas Highway.
- . Lands between the Salinas Highway and the airport, encompassed in the General Plan.

It may also be desirable or necessary for Monterey to annex lands beyond the planning area defined in the General Plan, in particular along the Salinas Highway, to protect this approach to the City from adverse development.

Future Planning Program

The General Plan should be reviewed following the release of information from the 1960 census, and again by 1965, to keep it up-to-date. Major revision will be required between 1965 and 1970, in any case, following the detailed studies outlined here.

To complete the present planning program, the following studies are required:

- . New or substantially revised zoning and subdivision ordinances.
- . Residential area plans for each of the ten existing or proposed residential areas distinguished in the General Plan.
- . Detailed plan of the Central Business District, coordinated with the off-street parking program and the urban renewal project.
- . Precise planning of all thoroughfares recommended for improvement and all new thoroughfares.
- . Detailed study of the entire waterfront, section by section, from Pacific Grove to Seaside.
- . Long range park plan, including detailed development plans for each park area, including the County Memorial Park, Laguna Grande, and the Skyline Regional Park.
- . Precise plan for the New Monterey shopping center.
- . General economic plan, including plans and programs for industrial development of designated industrial areas.
- . Participation in Monterey Peninsula Metropolitan planning program.

An effective planning program in Monterey, will require an adequate budget and staff for the Monterey Planning Department. Without adequate continuing study, much of the value of the present general plan will be lost. The Monterey Planning Commission, as the above list of necessary studies shows, carries a heavy responsibility for ensuring that planning in Monterey is adequate for the needs of the City.

Study of other communities of similar size and growth characteristics makes apparent that the following services would be a minimum in Monterey:

- . Director of Planning.
- . Assistant, General planning.
- . Assistant, zoning administration.
- . Planning draftsman .
- . Planning Aid.
- . Secretary.

This staff would be entirely beyond any staff needed for Urban Renewal planning. With the above permanent staff, necessary consulting services would be primarily on a specialized project, or periodic review basis. Due to the present shortage of professional planning personnel, competitive salaries will need to be offered to attract and retain qualified individuals in all positions.

DEVELOPMENT POLICY
for the
MONTEREY MASTER PLAN
prepared by the
CITIZENS ADVISORY COMMITTEE
Harold Saunders, Chairman

Steering Committee

Leo Abinante
Howard Carter
Eldon Covell
Jack Craft
Donald Dubrasich
Marie Gragg
Spencer Hoyt
Wally Holm
Paul Messier
Charles Reed
Elizabeth Wythe
Martin O'Donnel

January 1958

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Carter, Mrs. Howard
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Chambers, Colin M. Rec.
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Sato, Ken Rec.
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Shaw, Will I
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Slattery, Fremont I
Stotler, Dr. H. T. R
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vanLovenSels, J. R.
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Ryland, C. J.
Townsend, M. M.

The sub-committees were aided in their work by many other citizens of Monterey and the Peninsula.

WHAT KIND OF A PLAN DOES MONTEREY WANT?

NOW IS THE TIME TO DECIDE

Monterey is about to undertake a major city planning program involving a substantial expenditure of municipal and Federal funds. The program will include extensive research into the social, economic, and physical characteristics of Monterey. It will include special detailed studies of parts of Monterey such as the central business district and the water front. It will result in the preparation of a General Plan for future development to be adopted by the Planning Commission and the City Council.

Thus Monterey has a special opportunity at present and a serious responsibility to future generations to make the most of this program so that Monterey will be a better place in which to live, work, and visit. Monterey's remaining historical and natural assets must be preserved and enhanced in the process of adaptation to future conditions.

The major policy decisions with respect to the future development of Monterey to be incorporated in the General Plan will need to be made by the public officials and the general public in Monterey. To this end the Citizens' Advisory Committee was established in order to broaden public participation in the planning program, and has assumed the responsibility of preparing a statement of the goals and objectives to which this program should be directed. This statement is submitted to the general public of Monterey to stimulate interest in the planning process and is respectfully referred to the Planning Commission and City Council of Monterey in the belief that it may assist these agencies in guiding the work of planning.

The Citizen's Advisory Committee was formed in April 1957, to produce the following statement of policy. The whole committee of 85 was divided into seven sub-committees each covering a different phase of the city's life. These sub-committees reported their policy to a steering committee which met weekly during August, September and October and coordinated and combined the seven sub-committee statements. More than 900 man hours of work have been expended in this effort. The Steering Committee report will be referred to the whole Committee for final editing and review before placing the matter before the Planning Commission and Council.

GOALS AND OBJECTIVES FOR FUTURE DEVELOPMENT

Influx of population into California, plus its own natural growth will result in substantial enlargement of population in the Monterey Peninsula and in the City. This will cause an expansion and development of housing, commerce, tourist facilities, industry and public services and facilities. Unless firm action is taken now to balance, channelize and order this new growth and development in accordance with a community-wide General Plan, there will be a series of detrimental effects, blighting influences, congestion, and the loss of probably the last opportunity to create the outstanding city of the California Coast on this magnificent site.

Each of the major uses of land is dealt with separately here, together with its attendant problems and opportunities.

Report of the History Committee

Monterey is the first City of California. The rich historical traditions and the remaining monuments of a way of life now passed away, make of Monterey an important attraction to the vacationing public and an interesting place in which to live. The resort industry is partly dependent upon the maintenance and enhancement of the historical tradition and landmarks as is the growth and selection of population of the highest character for permanent settlement.

This phase of Monterey's planning was amply treated by the Knight Plan of 1939. But of the 52 historic sites and structures listed at that time for preservation only three have come under public ownership, very few can be said to enjoy guaranteed preservation and maintenance, several have been destroyed, and others are in danger of destruction.

In the words of Emerson Knight:

"Many persons in California, and citizens throughout the nation are sensitive to the meaning of historic buildings. They travel far to see and enjoy them. Sound planning should, therefore, include due consideration for Monterey's historic elements. The result of such planning will be a fusion of modern development with historic associations, which will add measurably to civic attractiveness."

The preservation of all the "old Adobes" is indeed vital to the economy of Monterey. They are unique and become more valuable each year. Large sums will be needed to preserve these old buildings.

One method of raising funds would be to divert tax revenue from the remaining

privately owned landmarks into a special fund. This fund could then be used, possibly matched by the State or charitable organizations, as a source of money for acquisition and restoration for some economic use of each building or site as it becomes available or is threatened with destruction. This revenue could also support the issuance of tax allocation bonds for these purposes. This fund would be administered by an agency of City Council which would be authorized to acquire, operate, sell or lease any historic property or objects of outstanding architectural or artistic merit. In time the income from the lease or covenanted sale of historic properties would provide Monterey with a priceless treasure of art and history, and establish it permanently as the center of culture and learning which it is already becoming.

In the meantime, the architectural control with "H" (Historic) zones should be expanded to include proposals for destruction as well as remodeling, and to include adjacent buildings to provide the proper setting for the historic buildings.

Most of the remaining adobes are grouped in three areas: near the Custom House, near the Stevenson House, and near Colton Hall.

The Old Custom House and other historical buildings in its vicinity should be developed as a unit to make this area a focal center. Development of this area should enhance the historical values and natural beauty and should also be economically sound. From the Custom House area there should be made a clear sweeping, unobstructed view of the harbor. Power and telephone lines should be located underground.

Since the Old Custom House is the key historic building in this area, all planning should emphasize rather than degrade its position. A small park or plaza surrounding and setting off this adobe is recommended. The development should be designed as an integrated unit, rather than building by building.

The Stevenson House area comprises the adobes within the radius of Houston, Webster, Abrego and Pearl Streets, and southward along Abrego to Church.

This area should be placed under complete architectural control to create a park-like historical development.

These clusters of Historic Sites are joined by the "Path of History" Route. This route has been the essential link which has given continuity and meaning to a visit to the historic adobes.

Each of the three historic groupings should have integrated landscaped parking areas for tourists to make the historic areas accessible to pedestrians. Vehicular access should be designed to minimize visual distraction. There should be no traffic signs, parked cars, parking meters or asphalt paving in the immediate area of the buildings.

The following principles should guide restoration of the historic areas:

1. Through automobile traffic should be removed as soon as by-pass streets can be established.
2. Within these historic zones, automobile traffic should be allowed only for access to parking, with possibly a carefully designed one lane tourist road admitted to circulate through the area.
3. The Custom House zone should be eligible for commercial redevelopment, with an open area left around the historic buildings. In the other zones the removal of a minimum number of newer structures would leave the adobes standing free in what would become a landscaped park, with a marked pedestrian way leading to the adobes. Buildings which contribute to the character of the area, should remain even if they are not historic.
4. The establishment of landscaped surroundings should not prevent the use of the adobes for residence, restaurants, bookstores, and other such compatible uses.
5. Signs should be kept small, unobtrusive, and carefully designed. A consistent visual symbol for historic Monterey might serve as a guide on the "Path of History".

It is recommended that all Historic Sites and "Old Adobes" be preserved, not alone for their esthetic and historic value, but also for the benefit of Monterey's economy.

Report of the Recreation Committee

A growing population with increased leisure time is giving to recreation a new important role in Monterey.

The kind of living for which the Peninsula is famous depends upon the provision of efficient, well developed, properly located recreational facilities.

It is the responsibility of government to insure that space is reserved before and during development for the provision of the required facilities.

Wherever possible, both in the central city and in neighborhoods, facilities should be combined to save space and encourage maximum use.

Recreational facilities are required for both the local population and tourists who come to the area.

Land for parks and playgrounds should be acquired or reserved well in advance of the development of an area, in the same manner as it is reserved for other public uses.

In addition to playgrounds and play fields, it is desirable to provide within or near the City large parks or natural preserves. Such areas offer a contrast to urban living and should allow for such activities as hiking, nature study, picnicking, painting, photography, and equestrian sports in a natural setting. Such areas should be at least 20 acres in size.

Examples of recreation areas likely to be required in the future, and which should be reserved for future development are:

- The pine forest on Huckleberry Hill
- Above the fire station on Carmel Hill
- A portion of the Old Capitol site
- Post Graduate School lake and beach
- Along the shore of Laguna Del Rey
- The Golf Course
- Along Iris Canyon or lower Aguajito Road
- Part of the Fairgrounds
- The quarry
- Deer Flats
- Several canyons above the city

All of the areas mentioned will not substitute for a single large park like Golden Gate or Central. Some location for such a park will eventually have to be found, and some of the areas to consider would be the southeastern half of the Work Ranch, Jack's Peak, above LaMesa Village, Aguajito properties, the top of the Presidio plus Del Monte ridge and Toyon Heights, or all of these areas joined together.

In addition to parks and recreation areas, there must be "buffer" or "green belt" reservations to separate incompatible land uses, to relieve the eye in congested areas, and to create boundaries for neighborhoods.

Examples of such spaces might be:

- Scholze Park extended to the beach

- A parkway between airport industry and new residential neighborhoods on the south side of the Salinas Highway.

- A green strip between the oil tanks and the new beach-Duncrest area.

A small park strip between the new shopping center at the Hill Theater and upper Monte Vista.

An extension of Don Dahvee Park down the canyon between Munras Avenue and the Mesa.

A parkway along Aguajito Road between the Golf Club and upper La Mesa Village.

Retain as much wooded land along Pacific Street as possible.

Retain wooded canyon above high school - west of El Caminito Del Norte.

Retain wooded canyon between Via Ventura-Ave Maria and Descanso-Bartolomeo Way.

Retain wooded areas around American Legion Hall.

Wooded areas should be preserved as far as possible in their natural state. This can be accomplished through low density zoning (large lots), requiring a permit for tree cutting, requiring dedication of certain parcels in new subdivisions, dividing or re-aligning new streets to respect especially fine groves, or by public acquisition.

Monterey is a rapidly growing city surrounded by a region in which the old wilderness is being used up for a variety of development. The traditional recreational patterns are receding, and now, before the area is fully developed, is the time to reserve land for the new urban pattern of recreation which is emerging. One of the areas of special significance for early preservation in its natural state is the sky-line ridge which dominates the landscape of the Peninsula. Once developed this will unalterably change the character of the Peninsula.

Eventually the railroad will no longer be useful. The tracks should be removed from the Naval School on to Pacific Grove. The proper development of the Beach can never be done as long as the railroad remains. The present freight yard and passenger station area would best serve as a future dignified resort-recreational and waterfront hotel development.

Report of the Residential Committee

While it is generally true that there are many fine houses in pleasant neighborhoods in Monterey, there also exists a housing shortage, more than 500 dilapidated houses, and a rapid decline of liveability in some residential areas. Because of inadequate forethought, some schools are cut off from their natural service areas by major

highways, and some neighborhood public facilities and services have been wastefully scattered rather than effectively consolidated. In other neighborhoods, all the land has been used for housing without reserving space for school grounds, parks, playgrounds, community centers, and church sites, which residential developments demand.

Incompatible uses of property have been allowed to creep into residential neighborhoods and allowed to remain, blighting surrounding area and perpetuating themselves as nonconforming uses.

New neighborhoods are still being laid out with a black web of utility poles and wires, which spoil some of the most famous and exciting views in the country.

Even though the city has exercised some form of design review for nearly two decades, architectural harmony has not been achieved in some areas, and tracts of houses have been built without respect for the nature of the terrain or the trees that cover it. A lot-size minimum, established during the early days of zoning has become an inadequate standard rather than a minimum, and we now have many houses crowded together on small lots.

In consideration of these problems the Committee recommends to the Planning Commission and Council the establishment of the following residential development policy:

1. Lot sizes large enough to provide sunlight, air and privacy, with set-backs adequate to preserve the natural landscape of the Peninsula in new areas.
2. Absence or elimination of non-conforming uses, overhead utilities, noise, smoke, odor, or other nuisances.
3. Streets designed for safe movement of local traffic. Residential street work should have adequate paving and drainage control consistent with the area served. Pedestrian walkways should be provided. Grid type street patterns should be avoided in new residential developments.
4. Enforcement of high standards of property maintenance by adoption of a modern housing code.
5. Consolidation of public facilities such as schools, playgrounds and neighborhood centers, to allow for joint use, and to provide centers for neighborhood life. School and recreational facilities should be combined in order to get the maximum use of each facility and joint financial responsibility for these

combined facilities should be provided.

6. Absence of through traffic.
7. Maximum preservation and enhancement of the natural beauty of the site.
8. Housing for increased population be planned mainly but not exclusively as single family dwellings.
9. No high-density tenement housing to be included in this planning.
10. Neighborhoods that have been laid out in large size residential plots should have these standards maintained to uphold the character of the neighborhood.
11. Shopping centers be planned for neighborhoods developed beyond our present city limits.
12. Schools should be located to serve a community area that is confined by major physical boundaries such as thorofares or geographical conditions. Elementary school children should be able to walk to their school without having to cross dangerous thorofares or impossible canyons.
13. The following areas should be studied as projects for Urban Renewal:
 - a. New Monterey from Lighthouse Avenue to the waterfront.
 - b. Lower Alvarado area in the neighborhood of Bonifacio to the wharf.
 - c. Alvarado Street to Lake El Estero
 - d. Oak Grove area from 4th Street to the Beach.
 - e. Del Monte Grove area as it is affected by the proposed freeway.

To implement the aforementioned general policy it is necessary to:

1. Any level lot must have a minimum of 8000 sq. ft.

have side and rear set-back of not less than 10 ft.
have front set-back of 20 ft. min. (existing areas having other set-backs may maintain them for appearance sake.)

2. Plan in advance for the building of new neighborhoods on presently unoccupied land both within and around the present city limits.
3. Rehabilitate neighborhoods that are below recommended living standards.
4. Redevelop blighted neighborhood areas which are beyond conservation or rehabilitation, or which occupy land better suited to non-residential uses.
5. Reserve sites for community facilities and services such as schools, parks, playgrounds, neighborhood shopping, recreation and health centers, and church sites, in advance of complete residential development, either through the power of eminent domain or the use of subdivision control.
6. Limit development of apartment dwellings to buffer areas along highways, around shopping centers, in the downtown area, in redevelopment projects, or on some steep hillsides where the topography does not lend itself to individual lot development.
7. Put a moratorium on new large-scale (10 units or more) residential development until the Master Plan is completed. (Approximately 6 months).
8. Develop an anti-look-alike ordinance.
9. Control subdivision development by ordinance to provide for preservation of natural cover and proper hillside lot sizes.
10. Use permits should be reviewed periodically to assure that their continued existence still properly serves the community or the neighborhood.
11. Ordinances should be enacted that will require new residential developments to contribute to the paying for new school facilities that are required by reason of their activities.
12. No new residential development shall be approved by the City or County authorities until the proposed development has been reviewed by the school district and the full extent

of the school impact has been determined and plans for the absorption of this impact have been worked out.

13. Adopt a modern housing code to require properties in a state of disrepair to be brought up to standards.

Report of the Commercial Committee

The Central Business District, as a result of neglect, congestion, inadequate provision of parking, squalor, and failure to capitalize on the inherent advantage of the location and tradition has fallen far below the standards of attractiveness, convenience and economic vitality which the people of Monterey are capable of achieving.

The result has been a decline in property values, loss of trade to merchants and of the revenue to the city.

Some of Monterey's "strip commercial" developments have created serious traffic bottlenecks on important thoroughfares. Heavy commercial development has been allowed to block the waterfront from view and access to the city.

Within residential areas there still remain many marginal commercial properties which fail to provide adequate shopping service and continue to blight residential property. This is partly the result of excessive over-zoning for commercial uses in residential areas. Further rezoning to commercial uses should await completion of the Master Plan.

A parking study by the City Manager's office in early 1956 revealed a deficiency of not less than 500 parking spaces in the downtown area. Since the study, automobile ownership and business floor space in the area have both increased, and some private parking spaces have been built over for other uses. Since a part of the problem downtown is insufficient shopping area and any improvement plan must contemplate some expansion giving rise to increased demand for parking, it is clear that there exists a most serious shortage of off street parking spaces within the Central Business District. This problem is further compounded by the need to eliminate curb parking spaces to increase traffic capacity on the crowded streets.

The committee urges a forceful policy for downtown revitalization, with these principle elements:

1. An immediate long term program for development of additional off-street parking.
2. Improvement of traffic access to and around the Central

Business District.

3. Modernization of certain properties, and removal of those that have been allowed to fall into neglect and disrepair.
4. Development of a pedestrian mall in the core area by closing Alvarado Street, after traffic and parking problems have been solved.
5. A general clean-up, fix-up campaign to remove unsightly signs and street furniture, to landscape, to replace the obsolete street lighting standards, and to remodel store fronts which are unsightly or inharmonious.
6. An expansion of retail sales areas toward the east, to provide an enlarged Central Business District.
7. Strict enforcement of the Wharf plan to preserve the character of Fisherman's Wharf.
8. Eventual removal of heavy commercial and industrial establishments on the ocean side of the proposed scenic drive, and a long term waterfront improvement program incorporating garden and Riviera-type hotels, apartments, and a dignified resort-recreational atmosphere.
9. The establishment of no shopping facilities outside the enlarged Central Business District, other than those required to serve the daily needs of neighborhood residents. The economic base survey of the total community will provide the information required to decide whether additional shopping centers will be a gain or a loss to the community.

The Committee recommends that all new commercial development be designed to high architectural standards, with adequate off-street parking, and be located near the center of areas served and not conflict with major traffic arteries.

Every effort should be made to reduce the length of existing strip commercial development. New retail and service establishments should be encouraged to locate in compact clusters which are by-passed by through traffic.

Cannery Row should be comprehensively redeveloped to incorporate a landscaped segment of the proposed shore-line drive and hotels, shops, and craft industries in place of vacant canneries. If the private development process is not able to make this transition expeditiously, then the Urban Renewal Agency should lend assistance.

Heavy commercial and warehousing activities should be developed in the portion of Del Monte Grove to be cut off by the Freeway, rather than in the Central Business District or elsewhere.

The center of Monterey has not been treated with the dignity it deserves. Although it is rich in advantages and attractions with its waterfront, its historical associations, its central location within the trading area, and its large resident population, it is suffering abnormal difficulty keeping pace with rising incomes and growing competition. Now that economic necessity is forcing attention to this area, the time has come to make of downtown Monterey a beautiful, convenient and prosperous mecca.

Report of the Industrial Committee

Monterey's industry does not produce large property taxes, and the major burden for support of municipal services falls upon the home owner.

Industrial development however has not always been built to high standards and there is danger that, without adequate planning and development controls, new incompatible industry might destroy more property values through blighting influence than it created.

At present, the economy is not sufficiently diversified to provide a cushion against recession. A drop in vacation spending coupled with a cut in the number of locally based Armed Forces personnel could prove disastrous to Monterey.

Because of these problems the Committee recommends planning for and encouraging the development of light research-type industries in suitable locations in and around the city.

Such industries should be properly located in relation to highways and residential areas, so as to provide maximum convenience to the employees without destroying the natural beauty of the Peninsula. Industries and related establishments should be subject to site planning and architectural controls and should be prohibited from generating noise, odor, smoke, or excessive traffic. They should provide adequate off-site parking space for their own needs. They should be carefully buffered or screened against adjacent development, and should not occupy high ground or dominating, widely visible sites unless they are outstanding architecturally like the Naval Post Graduate School Laboratories. All utilities should be placed underground.

It will be argued that too high standards will discourage prospective industries. The Peninsula however is naturally endowed with great beauty and this should draw industries which put a premium upon attracting and holding professional personnel.

Moss Landing is the appropriate location for industries which produce large quantities of rough commodity.

Suitable locations for additional heavy commercial and industrial development might be found in the Del Monte Grove area, next to and around the Airport, and in other areas that might be suggested by the Planning Consultant following completion of the Economic Base Survey and preliminary planning.

Monterey needs light industries of high standards, for a more stable tax and employment base. Suitable locations, related to the highway network and the residential-recreational pattern should be found.

Report of the Traffic Committee

The rate of growth of automobile use in all California is staggering, amounting to more than 640,000 new registrations each year, and the Peninsula has had and will continue to get its share of this traffic burden. When trends in automobile ownership per family are applied to population growth, and then the trend of usage per automobile is considered, it becomes quite apparent that radical changes in the old-fashioned street pattern are going to be required.

The worst traffic problem exists downtown, which results in part from the movement of people through downtown who live outside Monterey. There is at present no way to tax these people to help build the road in Monterey which their travel demands. The best that Monterey can do is to exploit that traffic movement by providing attractive shopping facilities in the Central Area to induce those driving through the downtown area to do some of their buying in Monterey stores. This, too, becomes a traffic problem when it is considered that before these people can become shoppers they must be able to park. It is clear that Monterey needs to build off-street parking spaces near to major through streets in the downtown section.

The logical pattern for this parking space development is outside the high cost core area, but inside the by-pass through streets. Shoppers should be able to move from cars to shops without crossing heavy traffic. Cars on their way through Monterey should be kept outside the congested area. This will require the construction of new by-pass streets.

In other areas of the City, local residential streets should be so laid out to discourage through traffic.

Major and feeder streets in other areas should have a minimum of residential frontages along them, and they should be routed away from schools as far as possible.

As part of the regional road pattern, the presently proposed alignment "Route G" of the State Freeway is approved, subject to some minor adjustments. The Freeway should be landscaped and carefully graded throughout its entire length.

Highway routes to be laid out in presently occupied territory should allow motorists to be able to enjoy views of forest, bay, and beaches. Sky-line and shore-line drives should be designed primarily for pleasure driving and secondarily to move traffic from place to place.

Report of Architecture Committee

Each man who builds a building for himself, builds a piece of the City at the same time. It is up to the City to insure that all the pieces fit together, and up to the individual to claim his private rights, consistent with this principle.

"Fitting together" architecturally, means different things in different parts of the City. If the character of a block front is that of historic adobes, a neon sign is almost certain not to "fit in", although in other parts of the City it may.

The City has a committee to preside over Architectural Control, but they are handicapped by an outmoded and ambiguous set of rules. If Monterey's heritage is to be saved, we cannot hesitate to write the new rules required to achieve a beautiful city.

The following policies are recommended for adoption for the control of architecture:

1. That the site and the setting as well as the building be the object of municipal review.
2. A real distinction should be made between historic preservation and general architectural order. In and around historical buildings listed for preservation, no remodelling, destruction, alteration or rebuilding should take place unless it scrupulously honors the established architectural character known as "Monterey Style". Any additions, maintenance, painting, remodeling, repair, restoration or other work upon any historical building, site or setting, should be in strict conformance with the architectural character of the building at the time from which its historic importance dates. A description of Monterey style is set forth in the present zoning ordinance.

3. In non-historical areas of the City, the idea of style preservation should give way to the idea of compatibility preservation. Any "style" is acceptable if it is in the proportion, scale, color, texture, siting, use, and general character of existing development. The keynote for new development must be respect for surroundings.
4. The areas adjacent to the beaches, parks and waterfront should be included within the architectural control zones.
5. The specific regulatory amendments recommended in the appendix should be adopted.

Monterey is already a beautiful city for the most part, but it cannot absorb a large population growth and still keep its attractiveness unless the city is going to insist upon reasonable and effective application to each individual development of the policies set forth herein.

Recommendations

In order to carry out this general policy, and to illustrate the type of improvements contemplated by the Citizen's Advisory Committee, the following specific recommendations are made:

1. Reserve land for public neighborhood facilities in areas to be developed for residential purposes, either through eminent domain or subdivision control and dedication.
2. Require the cutting of trees to be subject to a review and permit procedure.
3. Allow garages and carports on the front lot line, subject to site plan review.
4. Build at least 3 new elementary schools with associated park, playground and public use areas to be laid out together at the centers of the new neighborhoods to be served.
5. Put a time limit upon the removal of non-conforming structures and non-conforming uses in residential areas.
6. Put a moratorium on large-scale residential construction or subdivision until the preliminary master plan is approved by the Planning Commission.

7. Plan and lay out in advance the new neighborhood shopping centers which will serve the hinterland areas to be developed with new residential neighborhoods, and lay out the development in detail, including public reservations and local residential streets, of an entire new neighborhood to embody sound development principles and serve as a standard and model for future neighborhood development.
8. Eventually the city limits should be extended as far as Carmel's zone of influence as indicated by that city's Master Plan. To the east, the boundary should extend to Canyon Del Rey and include the Work Ranch.
9. Redevelop the downtown area to remove substandard housing, restore the historical setting of the remaining adobes, increase the supply of parking space, provide improved access, and enlarge the attractiveness and volume of retail sales area, office space, and visitor accommodations, under Urban Renewal procedure.
10. Rehabilitate the New Monterey and Del Monte Grove neighborhoods under Urban Renewal procedure.
11. Conserve the Monterey Heights neighborhood under Urban Renewal procedure.
12. Redevelop Cannery Row to include a segment of landscaped shore-line drive and hotels, apartments, shops, restaurants, and craft industries in place of vacant canneries.
13. Lift building height restrictions for architecturally approved hotels, offices or apartments in redevelopment areas, subject to the limitations of traffic and parking generation and water-front view and skyline considerations.
14. Develop a high standard residential area on the Salinas Highway, reserving space for the possible location of a University campus and for a light industrial area adjacent to the airport.
15. Extend use of the breakwater to allow public access.
16. Establish a smog control committee to begin the process of insuring against atmospheric pollution occasioned by new growth and development.

17. Place all utilities underground in:
 - New subdivisions.
 - Redevelopment areas.
 - Civic Center area.
 - New industrial park districts.
 - Designed shopping center districts.
 - Historical precincts.
18. Build a small craft harbor somewhere between Cannery Row and Roberts Lake. If the harbor is to be built between the present piers, no portion of the structure should be closer than 250 feet from the Custom House.
19. Coordinate Monterey Planning with Peninsula Area Planning.
20. Reserve space for and support the establishment of a convention center including athletic and sports facilities and auditorium and arena, and facilities for theatre and concerts.
21. Build at least one municipal indoor-outdoor swimming pool, with possibly a pool in each neighborhood eventually.
22. Increase recreational facilities in new and existing playground areas including tennis courts (about 10) soft ball fields (about 6) hardball fields (at least one more) archery and rifle butts, model boat basin, additional wilderness and beach picnic areas with fireplaces, and other facilities as indicated by the Recreation Commission.
23. Acquire Del Monte Golf Course as a public facility.
24. Complete the waterfront promenade from Cannery Row to the Navy School.
25. Establish zoning performance standards for both existing and future industry to prohibit the emission of smell or air pollution or noise or other nuisance.
26. The Army warehouse at the Presidio waterfront should be

removed, the promenade extended through this area, and a parking lot for marine purposes should be constructed. The coast guard building at the head of the pier should be remodelled to enhance the newly developed character of the area.

27. Extend Del Monte Avenue westward from Alvarado Street to Van Buren, making an important link in the Pacific Grove-Fort Ord major traffic movement, and by-passing the congested Custom House bottleneck.
28. Extend Jefferson Street through to Pearl. (This item was voted by the Steering Committee but not approved by the General Committee).
29. Make a pedestrian arcade or walkway along Bonifacio Street alignment from Alvarado to Calle Principal.
30. Create a double or triple-deck parking lot at the end of the new walkway, between Calle Principal and Pacific Streets.
31. Establish a substantial number of new parking lots east of Van Buren, north of Pearl, west of Figueroa, and south of the waterfront. Outside this core area, require each new development to provide its own off-street parking at the time of construction.
32. Build a shore-line boulevard or parkway from Seaside to Pacific Grove, connecting the new Freeway with 17 mile drive, and providing for a leisurely and pleasant ride along the edge of the harbor with frequent turn-out parking places, picnic areas and full landscaping treatment.
33. Construct a new traffic by-pass from Fremont Street, south of the Casa Munras and connecting with Van Buren and Jefferson behind the new Civic Center.
34. Construct a connection between Carmel Hill and the Salinas Highway, as a skyline boulevard or parkway taking full advantage of the magnificent views and park-like forest cover. This route should be designed to provide for a possible University Campus site.
35. Remove commercial zoning from Hawthorne Street in

order to maintain it as a principal traffic thoroughfare instead of a marginal shopping street.

36. Provide parking between Hawthorne and Lighthouse in order to increase the convenience and attractiveness of the Lighthouse Avenue shopping center.
37. Create a pedestrian walkway from Calle Principal to Del Monte Avenue along the line of the property known as Mac's Coffee Shop.
38. Establish 3 historical precincts in central Monterey, within which the following special development policy should be followed:
 - a. Restore the historical setting of the principal remaining adobes.
 - b. Exclude through auto traffic.
 - c. Provide for pedestrian access only, wherever possible.
 - d. Park and landscape the entire undeveloped or unhistorical area within each precinct.
 - e. Strictly control new architecture to respect the established style, but not necessarily to copy it slavishly (fake "old" buildings are not to be encouraged).
 - f. Create small squares or plazas between buildings to accord with the townscape of old Spain and Mexico and the early Presidio (this does not exclude contemporary buildings, ornaments or street furniture).
 - g. Strictly control all signs and symbols to respect the traditional scale, material and lettering.
 - h. Landscaped parking lots should be provided for visitors.
39. Create an open air display of historical artifacts from 1602-1849 including farm implements, weapons, anchors, carts, pieces of

maritime equipment and similar items, together with statues of the principal historical figures.

40. Create a new entrance to the City to replace the Abrego Street bottleneck. This new entrance would leave Fremont near El Estero and pass along the edge of the replanned and landscaped Presidio Chapel precinct, through a park-like boulevard to the inner traffic loop.
41. Return the City owned property at Pearl and Munras to public use as a park. The City should not renew the Standard Oil Station lease on June 30, 1960.
42. Remodel and repaint the Masonic Temple next to the Larkin House to bring it into harmony with the rest of the Colton Hall precinct.
43. Landscape all traffic islands in keeping with the character of surrounding development.
44. Close Houston Street and Polk Street to auto traffic, except parking at the ends.
45. Amend the architectural control section of the zoning ordinance in accordance with appendix A.
46. Permit no outdoor advertising along the new Freeway or along the shore line or skyline drives.
47. Additional recommendations concerning Fisherman's Wharf:
 - a. Disallow sub-letting.
 - b. Gear leases to a percentage of gross income.
 - c. Lease income should be at least sufficient to maintain the Wharf and recover the expense of public improvements to the Wharf in accordance with the Wharf Plan.
48. A plaza or square should be established in front of the Custom House and an integrated unified scheme of buildings and spaces should be laid out around this new plaza, visually and functionally composed with it. Appropriate uses for the redeveloped area would be:

Museum
Art Gallery
Offices
Restaurants
Civic theatre
Hotels and motels
Specialty shops
Public open spaces
Parking areas
Local streets

49. Build a marine aquarium on Cannery Row.
50. Limit the use of a zoned area by ordinance solely to the use for which it is zoned.
51. Consolidate sky-line properties as they can be acquired by gift or purchase, into a Ridge Park to serve the Peninsula as a central, major recreation area, with the sky-line drive winding through it to provide views and access.
52. The creek which runs under Hartnell Street should be either landscaped and cleared, or filled in for parking. A new railing should be constructed along the sidewalk. The Fremont Headquarters property could be included.
53. The other Guitierrez adobe should be acquired and preserved. The entire block from Larkin House to the library should be preserved as either gardens or monuments.
54. All parking lots, whether public or private, should be landscaped with shade trees and shrubbery screens.

Ultimately

1. Remove the Southern Pacific R. R. passenger depot to the old Del Monte station, and the freight yard to the oil tank storage area, and redevelop Monterey's outstanding waterfront into a dignified resort-recreational area with the beach and harbor as principal focus.
2. Place all remaining utilities underground.
3. Redevelop any industrial area remaining in Cannery Row.

4. Remove or rehabilitate all remaining blighted areas in the City and establish a development control system sufficiently effective to prevent any future deterioration of development to a point where public action to restore decent standards becomes necessary.
5. Create an outstandingly beautiful and functional downtown community and business center, expanded as far as El Estero.
6. All properties in Monterey be reassessed to equitably distribute the tax burden. This is to be done locally (County properties of this area too).
7. All beach areas should be kept public in character.

APPENDIX

That Sections 21 and 22 of Ordinance No. 528 C.S., entitled "Monterey Zoning Ordinance" be amended in parts to read:

"Architectural sketches of any building and site planning, which is required to conform shall be submitted to the Architectural Committee. Such sketches shall show all elevations, the type of materials proposed to be used, the colors to be used, a plot plan showing the location of the building, set backs, driveway, walks, trees, and planting areas, the location and type of all signs to be placed on the building, and any other information deemed necessary by the Architectural Committee."

SECTION 21: PRESERVATION OF HISTORIC BUILDINGS

"WHEREAS there are, within the City of Monterey, certain buildings of historic importance, most of which date from the Spanish Colonial, Republican and Early Statehood days of California, and whose architectural character is generally classified as "Monterey Style".

Now, therefore, it is the declared intention of the City of Monterey to assure the preservation of such buildings wherever possible.

Any additions, maintenance, painting, remodeling, repair, restoration or other work upon any such historically classified building or parcel shall be in strict conformance with the architectural character of the building at the time from which its historic importance dates.

No such work as described above shall be undertaken without prior approval of the Architectural Committee.

SECTION 22: ARCHITECTURAL CONFORMITY

"WHEREAS the City of Monterey is aware that the architectural character of the community as a whole directly influences the

economic welfare of the City and well-being of the citizens, and it is not the intent of this ordinance to prescribe any specific architectural style.

Whether on private property or on public property, all new construction of, and all additions, maintenance, painting, remodeling, repair, restoration or any other work to, of or upon any building, sign, display, artificial lighting, structure or sub-structure, whether independent or attached to another structure shall be in strict conformance with the spirit of the above preamble and the spirit of the following regulations:

All such work as described above:

- (1) Shall be so designed and constructed that its visible exterior whole and parts shall enhance the beauty and dignity of the City.
- (2) Shall be dignified and pleasingly proportioned.
- (3) Shall have colors which are harmonious with its environment.
- (4) Shall be free of towers, turrets, cupolas and similar architectural features.

No such work as described above shall be undertaken without prior approval of the Architectural Committee.

POPULATION DENSITY AND HOLDING CAPACITY
Excluding Military

PLANNING AREA	Present				Future						
	Land in Acres	Dwellings	Population	Developed Density Units/Acres	Proposed Density		Total Dwellings		Size of House- hold	Total Population	
					Low	High	Low	High		Low	High
New Monterey	407.5	1,560	4,569	5.0	5.0	5.5	2,038	2,241	3.0	6,114	6,723
Monterey Heights	981.4	2,125	5,889	3.9	4.0	5.0	3,926	4,907	3.0	11,778	14,721
The Mesa	585.4	567	2,038	3.9	4.0	5.0	2,342	2,927	3.5	8,917	10,245
Oak Grove	65.0	535	1,446	8.5	9.0	11.0	585	715	2.5	1,462	1,787
The Dunes	51.7	35	109	5.0	8	10	414	517	2.0	828	1,034
Del Monte Grove	120.5	700	2,732	4.0	5	6	603	723	3.0	1,809	2,169
Oak Knoll	149.2	315	1,073	3.4	3.0	3.5	448	522	3.5	1,568	1,827
Josselyn Canyon	516.5	120	400	1.0	1.0	2.0	517	1,033	3.5	1,810	3,616
Monterey Skyline	849.4	25	80	0.2	1.0	2.0	849	1,699	3.5	2,972	5,947
Central Monterey	-	600	1,784	12.5	-	-	750	1,000	2.0	1,500	2,000
Total (not including military, etc.)		6,582	20,120				12,472	16,284		38,758	50,069

Note: Present population and dwellings estimated from latest census and existing land use map.

APPENDIX C

ESTIMATED ELEMENTARY SCHOOL ENROLLMENT 1985

	<u>Low Estimate</u>	<u>High Estimate</u>
New Monterey	1,220	1,350
Monterey Heights	2,360	2,950
The Mesa	1,400	1,750
Oak Grove	350	430
The Dunes	250	310
Del Monte Grove	360	435
Oak Knoll	270	313
Josselyn Canyon	310	620
Monterey Skyline	510	1,020
Central Monterey	225	300

POPULATION OF MONTEREY AREA

	<u>April 1950</u>	<u>Latest Census</u>
Pacific Grove Township	9,623	10,741 (8/55)
Pacific Grove	<u>9,623</u>	<u>10,741</u>
Monterey Township	46,328	
Monterey	<u>16,205</u>	21,840 (11/56)
Seaside	10,226	15,381 (4/56)
Carmel-by-the-sea	4,351	4,398 (3/57)
Carmel Woods-Hatton Fields-Carmel Point	1,929	
Fort Ord	9,000 e	
Rest of township (including Carmel Valley, Carmel Highlands, Big Sur)	4,617 e	
Del Rey Oaks		1,708 (11/57)
TOTAL	55,951	
<u>Military Population</u>	<u>11,345</u>	
Monterey	<u>1,546</u>	
Seaside	579	
Fort Ord	9,000 e	
Rest of area	220 e	

Source: U. S. Bureau of the Census

POPULATION OF MONTEREY PENINSULA AREA

	1950	Latest Census or Estimates	..Projections ..		Holding Capacity
			1970 2/	1975 2/	
<u>Monterey Township</u>	<u>46,328</u>				
Monterey	16,205	21,840 (11/56)	34,500	39,000	54,000
<u>Carmel planning area</u>		<u>8,534 (6/56e)</u>			
Carmel	4,351	4,398 (3/57)	16,500	18,000	18,000 3/
Carmel Woods-					
Hatton Fields-					
Carmel Hills-					
Mission tract	2,108				
Rest of area		4,136			
Seaside	10,226	15,381 (4/56)	33,500	38,000	38,000 2/
<u>Rest of township</u>	<u>13,438</u>				<u>33,000</u>
Del Monte Forest		2,000 1/			15,000 1/
Carmel Valley		1,000 1/			4,000 4/
Carmel Highlands		1,200 -			5,000 1/
Del Rey Oaks					9,000 -
Other					
<u>Pacific Grove Town-</u>					
<u>ship</u>	9,623	10,741 8/55	22,000	25,000	?
Total	55,951				168,500

1/ Monterey City Planning Department - 1956 (includes adjacent areas)

2/ Herman Ruth, Preliminary General Plan for Seaside (1956)

3/ Lawrence Livingston, Jr., Plan for Conservation and Enhancement of Carmel-by-the Sea and Environs (1956).

4/ Estimated from Monterey County Planning Commission, Community Development Plan for Carmel Valley (1955).

POPULATION OF MONTEREY AND ENVIRONS
1950 to Latest Census

	<u>Monterey Township</u>	<u>Monterey City</u>	<u>Carmel City</u>	<u>Seaside</u>	<u>Pacific Grove</u>
1860		1,653			
1890	4,677	1,662			1,336
1900	4,859	1,748			1,439
1910	6,833	4,923			2,384
1920	7,217	5,479			2,974
1930	15,273	9,141	2,260		5,558
1940	20,604	10,084	2,837		6,249
1945	-	11,393	-	-	-
1950	46,328	16,205	4,351	10,226	9,623
Latest Census		21,840 (11/56)	4,398 (3/57)	15,381 (4/56)	10,741 (8/55)

PERCENTAGE CHANGES IN POPULATION
BY CENSUS DECADES, CALIFORNIA
MONTEREY COUNTY AND MONTEREY, 1860-1960

<u>Census Period</u>	<u>California</u>	<u>Monterey County</u>	<u>Monterey</u>
1860-70	47.4	108.4	1/ 1/
1870-80	54.3	14.4	1/ 1/
1880-90	40.3	64.9	1/ 1/
1890-1900	22.4	4.0	5.2
1900-10	60.1	24.6	181.6
1910-20	44.1	15.9	11.3
1920-30	65.7	91.9	66.8
1930-40	21.7	36.0	10.3
1940-50	53.3	78.7	60.7
1950-60 2/	56.3	61.5	58.0

1/ Net increase, 1860-1890, was 1/2 of one percent.

2/ Ten-year rate of increase, estimated from 1950-56 population change.

POPULATION OF MONTEREY AS PERCENTAGE
OF CALIFORNIA AND MONTEREY COUNTY
1860 - 1956

	<u>California</u>	<u>Monterey</u> <u>County</u>	<u>Monterey</u>	<u>Monterey</u> <u>as Percent of</u>	
				<u>State</u>	<u>County</u>
1860	379,994	4,739	1,653	.44	34.88
1890	1,213,398	18,637	1,662	.14	8.92
1900	1,485,053	19,380	1,748	.12	9.02
1910	2,377,549	24,146	4,923	.21	20.39
1920	3,426,861	27,980	5,479	.16	19.58
1930	5,677,251	53,705	9,141	.16	17.02
1940	6,907,387	73,032	10,084	.15	13.81
1950	10,586,223	130,498	16,205	.15	12.42
1956 (12/31)	13,880,000	180,750e	21,840	.16	12.08

Source: U. S. Bureau of the Census
California Department of Finance

POPULATION OF MONTEREY TOWNSHIP
TOTAL AND PERCENT OF STATE
1890-1950

	<u>... Monterey Township ...</u>				<u>Township</u> <u>as Percent</u> <u>of State</u>
	<u>City of</u> <u>Monterey</u>	<u>City of</u> <u>Carmel</u>	<u>City of</u> <u>Seaside</u>	<u>Total</u>	
1890	1,662		-	4,677	.39
1900	1,748		-	4,859	.33
1910	4,923		-	6,833	.29
1920	5,479		-	7,217	.21
1930	9,141	2,260	-	15,273	.27
1940	10,084	2,837	-	20,604	.30
1950	16,205	4,351	10,226	46,328	.44

AGE AND SEX OF RESIDENTS
OF MONTEREY 1940 and 1950

<u>Age Groups</u>	<u>1940</u>			<u>1950</u>		
	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
0 - 4	346	302	648	911	885	1,796
%	5.91	7.14	6.43	10.64	11.58	11.08
5 - 14	642	670	1,312	1,068	1,098	2,166
%	10.96	15.85	13.01	12.48	14.36	13.37
15 - 19	594	389	983	598	475	1,073
%	10.14	9.20	9.75	6.99	6.21	6.62
20 - 64	3,987	2,593	6,580	5,469	4,699	10,168
%	68.08	61.33	65.25	63.89	61.47	62.75
65 and over	287	274	561	514	488	1,002
%	4.91	6.48	5.66	6.00	6.38	6.18
Total Population	5,856	4,228	10,084	8,560	7,645	16,205
	100.00	100.00	100.00	100.00	100.00	100.00

1949 REPORTED INCOME OF RESIDENTS OF MONTEREY

	<u>Families Only</u>	<u>%</u>	<u>Families & Unrelated Individuals</u>	<u>%</u>
Median Income	\$3,787		\$2,971	
Total No.	4,400	100.00	6,740	100.00
Under \$2,000	720	16.36	2,255	33.45
\$2,000 - 3,999	1,640	37.27	2,200	32.64
\$4,000 - 5,999	1,255	28.52	1,430	21.22
\$6,000 and over	785	17.84	855	12.69

TYPES OF HOUSING STRUCTURE, NUMBER PERSONS PER DWELLING UNIT,
FINANCIAL CHARACTERISTICS, REPORTED CONDITION OF STRUCTURES
AND YEAR BUILT - 1950 CENSUS OF HOUSING

	<u>Owner Occupied</u>	<u>Renter Occupied</u>	<u>Non-Seasonal Not Dilapidated Vacant</u>	<u>Total</u>	<u>Seasonal</u>
Type of Structure					
Total	2,555	2,405	200	5,160	12
%	100.00	100.00	100.00	100.00	
1 d. u. detach- ed	2,277	1,287	92	3,656	
%	89.12	53.51	46.00	70.85	
1 d. u. detached	12	74	--	86	
%	.47	3.08		1.67	
1 and 2 d. u. semi-detached	37	158	11	206	
%	1.45	6.57	5.50	3.99	
Multiple d.u.	185	878	97	1,160	
%	7.24	36.51	48.50	22.48	
Trailers	44	8		52	
%	1.72	.33		1.01	
Median Number of persons per d.u.	3.0	2.6		2.8	
Financial Characteristics					
Median contract monthly rent		\$ 48.13	\$ 54.10		
Median value 1 d.u. structure	\$10,199		-		
Condition of structures			Vacant		
Total Report- ed	2,532	2,375	329	5,236	
%	100.00	100.00	100.00	100.00	
Not dilapi- dated	2,470	2,085	291	4,846	
%	97.55	87.79	88.45	92.55	
Dilapidated	62	290	38	390	
%	2.45	12.21	11.55	7.45	

(Continued) - 1.

TYPES OF HOUSING STRUCTURE, ETC. -
1950 CENSUS OF HOUSING

	<u>Owner Occupied</u>	<u>Renter Occupied</u>	<u>Non-Seasonal Not Dilapidated Vacant</u>	<u>Total</u>	<u>Seasonal</u>
Year Built					%
Total Reported				5,235	100.00
1945 or later				1,015	19.39
1940-44				390	7.45
1930-39				1,245	23.78
1920-29				1,340	25.60
1919 or earlier				1,245	23.78

(Concluded) - 2.

DWELLING UNITS AUTHORIZED - CITY OF MONTEREY

<u>Year</u>	<u>Total</u>	<u>Single-Family</u>	<u>Multi-Family</u>
1950	227	195	32
1951	131	116	15
1952	560	130	430 ^{1/}
1953	123	123	-
1954	150	123	27
1955	264	230	34
1956	287	186	101
1957	134	86	48
1958	<u>7</u>	<u>7</u>	(Alteration)
	1,883	1,196	687

^{1/} Includes approximately 400 units of Wherry Act Housing.

AVERAGE VALUE OF SINGLE-FAMILY RESIDENCES AUTHORIZED CITY OF MONTEREY

	<u>No. of Units</u>	<u>Total Value</u>	<u>Average Value per Unit</u>
1950	195	\$1,811,500	\$ 9,290
1951	116	1,152,900	9,939
1952	130	1,192,100	9,170
1953	123	1,281,390	10,418
1954	123	1,258,700	10,233
1955	230	2,440,250	10,610
1956	186	2,127,400	11,438
1957	86	1,158,150	13,467
1958	<u>7</u>	<u>73,000</u>	<u>10,429</u>
	1,196		\$ 10,555

ESTIMATED AVERAGE COST OF
DWELLING UNITS IN MULTI-UNIT STRUCTURES
CITY OF MONTEREY

	<u>No. of Units</u>	<u>Total Value</u>	<u>Average Value Per Unit</u>
1952	430	\$ 2,700,000	\$ 6,279
1954	27	181,700	6,730
1955	34	125,000	3,676
1956	101	554,500	5,490
1957	<u>48</u>	<u>253,900</u>	<u>5,290</u>
	640		\$26,856

RETAIL TRADE IN MONTEREY
1948 and 1954

	<u>..... 1948</u>		<u>..... 1954</u>		<u>1954</u>
	<u>Establishments</u>	<u>Sales (000)</u>	<u>Establishments</u>	<u>Sales (000)</u>	<u>Per Capita Sales *</u>
TOTALS	331	\$29,154	350	\$36,835	\$ 1,842
Food	44	5,839	47	7,117	356
Eating and drinking	99	3,142	80	4,232	212
General Merchandise	8	2,556	10	2,446	122
Apparel	34	1,654	38	2,024	101
Furniture, appliances	16	1,602	17	1,124	56
Automotive	25	8,017	25	10,890	545
Gasoline	30	1,505	32	2,808	140
Lumber, building, hardware	13	2,101	15	1,716	86
Drugs, proprietary	6	564	6	978	49
All other	56	2,174	64	2,979	149
Nonstore retailers	-	-	16	521	26

* Assuming a population of 20,000

Source: U. S. Bureau of the Census, Census of Business.

TAXABLE RETAIL SALES IN MONTEREY
(in thousands of dollars)

<u>1957</u>	<u>All Establishments</u>		<u>Retail Outlets Only</u>	
	<u>No.</u>	<u>Sales</u>	<u>No.</u>	<u>Sales</u>
1st. quarter	664	9,721	434	8,618
2nd quarter	-	10,996	-	9,530
3rd quarter	673	11,528	443	10,528

Source: California State Board of Equalization

LABOR FORCE AND EMPLOYMENT
MONTEREY
1940 and 1950

	<u>April 1940</u>	<u>April 1950</u>
Total population	<u>10,084</u>	<u>16,205</u>
Persons 14 years old and over	8,262	12,398
Labor force 1/	5,047	7,600
Employed 1/	4,026	6,911
Unemployed	1,021	689
<u>Percent distribution</u>		
Total population	<u>100.1</u>	<u>100.1</u>
Persons 14 years old and over	81.9	76.5
Labor force	50.0	46.9
Employed	39.9	42.6 2/
Unemployed	10.1	4.3

1/ Includes military personnel. For 1940, these are included in category "Government" which totalled 1,378. Military personnel reported for April 1950: 1,546.

2/ For civilian population only, employment was 36.6 percent.

EMPLOYMENT OF MONTEREY RESIDENTS
AS OF APRIL 1, 1940 AND 1950

<u>Industry</u>	<u>1940</u>	<u>Percent</u>	<u>1950</u>	<u>Percent</u>
Total	4,026	100.00	5,365	100.00
Agriculture	30	.75	97	1.81
Forestry and fisheries	315	7.82	521	9.71
Quarrying	4	.10	12	.22
Construction	149	3.70	466	8.69
Manufacturing	<u>286</u>	<u>7.09</u>	<u>686</u>	<u>12.79</u>
Durable manufacturers:	34	.84	69	1.29
Lumber and furniture	<u>9</u>	<u>.22</u>	<u>13</u>	<u>.24</u>
Stone, clay and glass	2	.05	n.a.	-
Metal products	14	.35	24	.45
Machinery	6	.15	7	.13
Transportation equipment	3	.07	13	.25
Other durable goods			12	.22
Non-durable manufacturers:	<u>249</u>	<u>6.18</u>	<u>616</u>	<u>11.48</u>
Food	<u>208</u>	<u>5.16</u>	<u>546</u>	<u>10.18</u>
Textiles	2	.05	1	.02
Apparel	-		5	.09
Printing and publishing	20	.50	54	1.01
Chemicals	18	.45	3	.06
Leather	1	.02	n.a.	-
Not specified	3	.07	1	.02
Transportation and communications	79	1.96	189	3.52
Utilities	27	.67	82	1.53
Wholesale trade	61	1.52	129	2.40
Retail trade	677	16.82	1,179	21.98
Finance, insurance, real estate	92	2.29	208	3.88
Services	909	22.58	1,429	26.63
Public administration	1,378*	34.23	331	6.17
Industry not reported	19	.47	36	.67

* Probably includes Presidio personnel.

EMPLOYMENT IN MONTEREY LABOR MARKET AREA*

July 1956

Estimated population of labor market area	64,200
Estimated total employment	18,600
Employment as percent of population	29.0

	<u>No.</u>	<u>Percent</u>
<u>Employment by industry group:</u>		
Agriculture, forestry and fishing	300	1.6
Mineral extraction	50	.3
Construction	1,400	7.5
Manufacturing	<u>1,300</u>	<u>7.0</u>
Durable goods	100	.5
Non-durable goods	<u>1,200</u>	<u>6.4</u>
Food products	600**	3.2
Other non-durable	600	3.2
Transportation, communications, and utilities	850	4.6
Trade	4,400	23.7
Finance, insurance and real estate	1,000	5.4
Business and professional services	5,900	31.7
Government	<u>3,400</u>	<u>18.3</u>
	18,600	100.0

* Includes Monterey, Pacific Grove, Seaside, Carmel, Pebble Beach, and surrounding area.

** Seasonal range: from 100 in March to 1,100 in October.

COMPARISON OF EMPLOYMENT PATTERNS

July 1956

	State of Cali- fornia	S.F. Bay Area (6 Counties)	Santa Clara County	Palo Alto	Monterey Area	Salinas Area	Santa Cruz Area
Total employ- ment	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Commodity production	<u>39.6</u>	<u>29.4</u>	<u>49.3e</u>	<u>27.2</u>	<u>16.4</u>	<u>25.1</u>	<u>30.4</u>
Agriculture, forestry, and fishing	9.4	2.0	16.0	3.0	1.6	6.6	8.3
Mineral ex- traction	.8	.2	1/	1/	.3	1/	1/
Construction	6.9	7.0	7.8	11.1	7.5	6.0	5.0
Manufacturing	22.5	20.2	25.2	13.1	7.0 2/	12.6 2/	17.1
Distribution and services	<u>60.4</u>	<u>70.6</u>	<u>50.7</u>	<u>72.8</u>	<u>83.6</u>	<u>74.9</u>	<u>69.6</u>
Transportation, com- munication and utilities	6.8	11.2	5.2	4.9	4.6	7.7	5.0
Trade	21.6	23.4	17.5	23.2	23.7	37.7 2/	27.5
Finance	4.2	6.3	3.9	4.7	5.4	3.3	4.2
Business and personal services	15.3	21.1	19.5	37.0	31.7	20.8	28.3
Government	12.4	8.6	4.6	3.0	18.3	5.5	4.6

1/ Not reported

2/ Includes seasonal employment in food industries

Source: California Department of Employment, community labor market surveys

COMMERCIAL FISHERMEN AND FISHING FLEET
MONTEREY REGION

	<u>Fishermen</u>	<u>Boats</u>
1945-46	1,074	378
1946-47	1,294	384
1947-48	1,372	395
1950-51	1,383	448
1952-53	940	447
1953-54	936	447
1954-55	971	417

Source: California Department of Fish and Game, Fish Bulletins
No. 67, 74, 86, 95, and 102.

Monterey Region includes Monterey, Moss Landing and Santa Cruz.

FISH LANDINGS AND SHIPMENTS - CALIFORNIA AND MONTEREY

Selected Years
(in thousands of pounds)

		Monterey.....				
	<u>California</u>			<u>Value of</u>		<u>Sardine</u>
	<u>All Species</u>	<u>All Species</u>	<u>% of State</u>	<u>Landings</u>	<u>Sardine</u>	<u>as % All</u>
				<u>All Species</u>	<u>Landings</u>	<u>Species</u>
1947	795,499	66,260	8.33	\$2,051,454	29,836	45.03
1950	1,366,596	73,877	5.41	2,196,644	30,319	41.04
1952	694,977	49,232	7.08	1,937,471	-	-
1953	618,899	25,033	4.04	1,224,502	-	-
1954	713,406	20,309	2.85	1,186,033	-	-

Source: California Department of Fish and Game, Fish Bulletin No. 74, 86, 95,
and 102.

MUNICIPAL RECEIPTS AND EXPENDITURES
CITY OF MONTEREY
1955-56

<u>Total receipts</u>	\$1,673,002
<u>Per capita receipts*</u>	83.65
<u>Percent distribution</u>	

General property tax	35.5
Subventions and grants	11.3
Sales taxes	20.4
Public service enterprises	3.7
Parking revenues	2.9
Licenses, permits, fines and penalties	9.1
All other sources	17.1

<u>Total expenditures</u>	1,546,019
<u>Per capita expenditures*</u>	77.30
<u>Percent distribution</u>	

General government	17.9
Fire and police	30.2
Streets	14.6
Sanitation	8.2
Education	5.2
Recreation	2.8
Debt repayment	5.1
All other purposes	16.0

* Assuming a population of 20,000.

Source: California State Controller.

VISITORS TO DEL MONTE LODGE AND FOREST

1. Number of automobiles entering Del Monte Forest:

1955	1,272,231
1956	1,435,749
1957	1,654,374
1958 (January-April)	467,954

2. Arrivals at Del Monte Lodge, 1950-1957:

<u>Year</u>	<u>Number of Arrivals</u>	<u>Index</u>
1950	10,171	100.0
1951	10,209	100.4
1952	10,040	98.7
1953	10,336	101.6
1954	11,584	113.9
1955	12,982	127.6
1956	13,791	135.6
1957	14,572	143.3

3. Distribution of arrivals, by broad areas of origin:

Total arrivals, 1950-1957:	93,685
California	61.3%
San Francisco Bay Region	37.4
Southern California	20.6
Rest of state	3.3
Other states west of Mississippi River	11.4
States east of Mississippi River	24.7
Foreign countries	2.6
Total	100.0

Source: Del Monte Properties Company

HOTEL-MOTEL ACCOMMODATIONS AND CONVENTION DATA
MONTEREY PENINSULA

1. Total hotel and motel units: 2,117

Monterey	884
Carmel	538
Carmel Valley	113
Pacific Grove	310
Pebble Beach	90
Carmel Highlands	60
Asilomar	122

2. Convention data:

<u>Year</u>	<u>Number of Conventions</u>	<u>Number of People</u>	<u>Estimated Revenue*</u>
1953	10	2,555	\$ 191,625
1954	27	9,287	696,525
1955	41	12,700	952,500
1956	50	13,980	1,048,500
1957	77	19,160	1,916,000

* Estimated on basis of average stay of three days per convention visitor. Fifty-two percent of convention visitor expenditure is in hotels and restaurants.

Source: Monterey Peninsula Chamber of Commerce, Monterey Peninsula Visitor and Convention Bureau.

PACIFIC PLANNING AND RESEARCH

STAFF PARTICIPATION

Sydney H. Williams

General Plan and
Report

Bruce Waybur

Population and
Economic Research

John Boucher

Harbor Design

Al Zelter

Editing

Chad Michel

Graphics

Lee Joyal

Typing

Betty Lucas

Typing

* * * * *

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MONTEREY

CALIFORNIA



GENERAL PLAN

FOR FUTURE DEVELOPMENT